OCTOBER 8, 1956 35c PER COPY

# BROADCASTING TELECASTING

IN THIS ISSUE:


# 16.7% Drug Dominance

**Market figures prove families living in WXEX-TV Grade B area spend 16.7% more on drugs* than families in Grade B area of any other Richmond market TV station**

| | Amount Spent on Drugs by Grade B Area Families | Percentage |
|---|---|---|
| WXEX-TV | $12,205,000 | 100% |
| Station B | $10,130,000 | 83% |
| Station C | $10,155,000 | 83.3% |

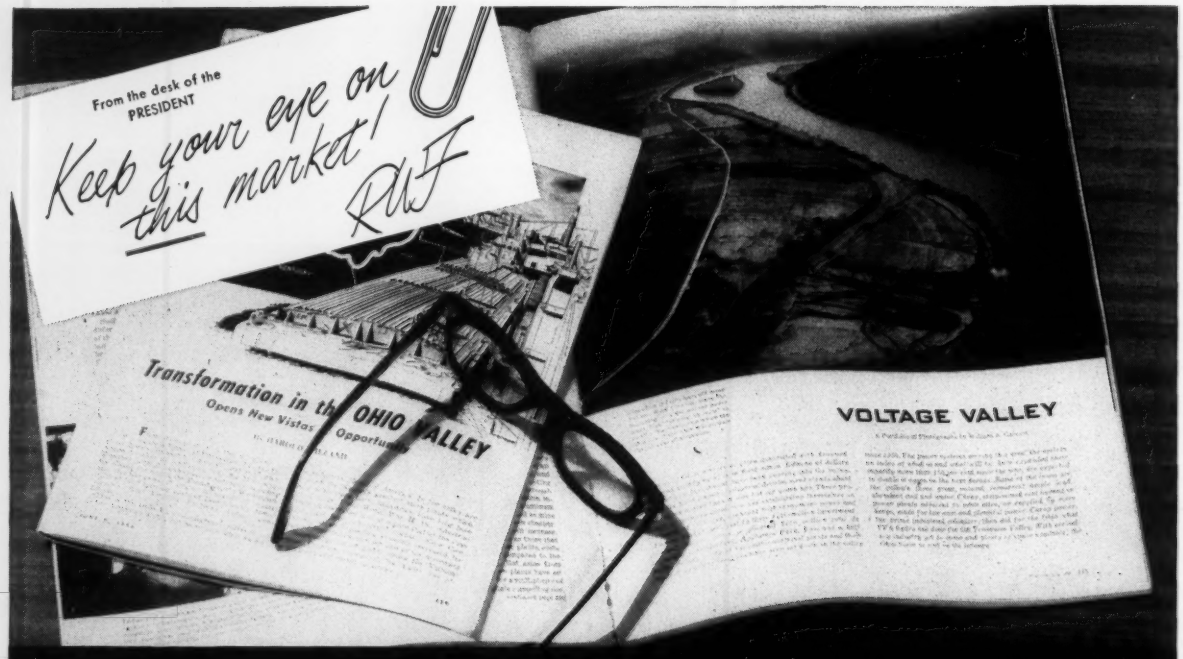
*Cosmetics, toiletries, hair preparations, packaged medications
Source: Sidney Hollander Associates

# WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
**Forjoe & Co.** in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.


25TH year




## THE WHEELING MARKET IS ONE OF THE FASTEST GROWING MARKETS IN AMERICA!

**The word is getting around! Fortune Magazine calls it**

***"The boom that runs a thousand miles." And also observes, "With secondary industry yet to come . . . the Ohio boom is still in its infancy."***

**The Magazine of Wall Street states:**

***"In this Valley of the Ohio history is being written. In a decade modern pioneers confidently invested hundreds of millions in new plants and still more are planned."***

**WTRF-TV, Wheeling, W. Va., is the Number One advertising medium in this rich industrial heartland.**

**In any advertising campaign aimed at America's TOP markets, remember the booming Upper Ohio Valley, and its dominant, powerful advertising voice, WTRF-TV, Wheeling!**

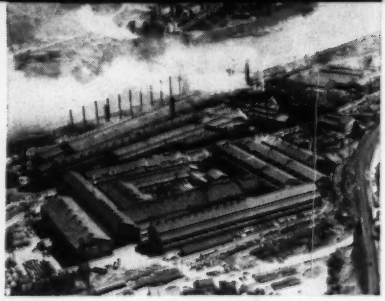
**ADD $300,000,000.00!**

Olin-Mathieson Chemical and Revere Copper and Brass form Olin-Revere Metals Corporation . . . will locate 23 miles south of Wheeling . . . $231,000,000.00 company will produce 180,000 tons of primary aluminum a year . . . additional 225,000 kilowatt electrical generating unit to be constructed to serve the aluminum plant.

"a station worth watching"

wtrf-tv

Wheeling 7, West Virginia



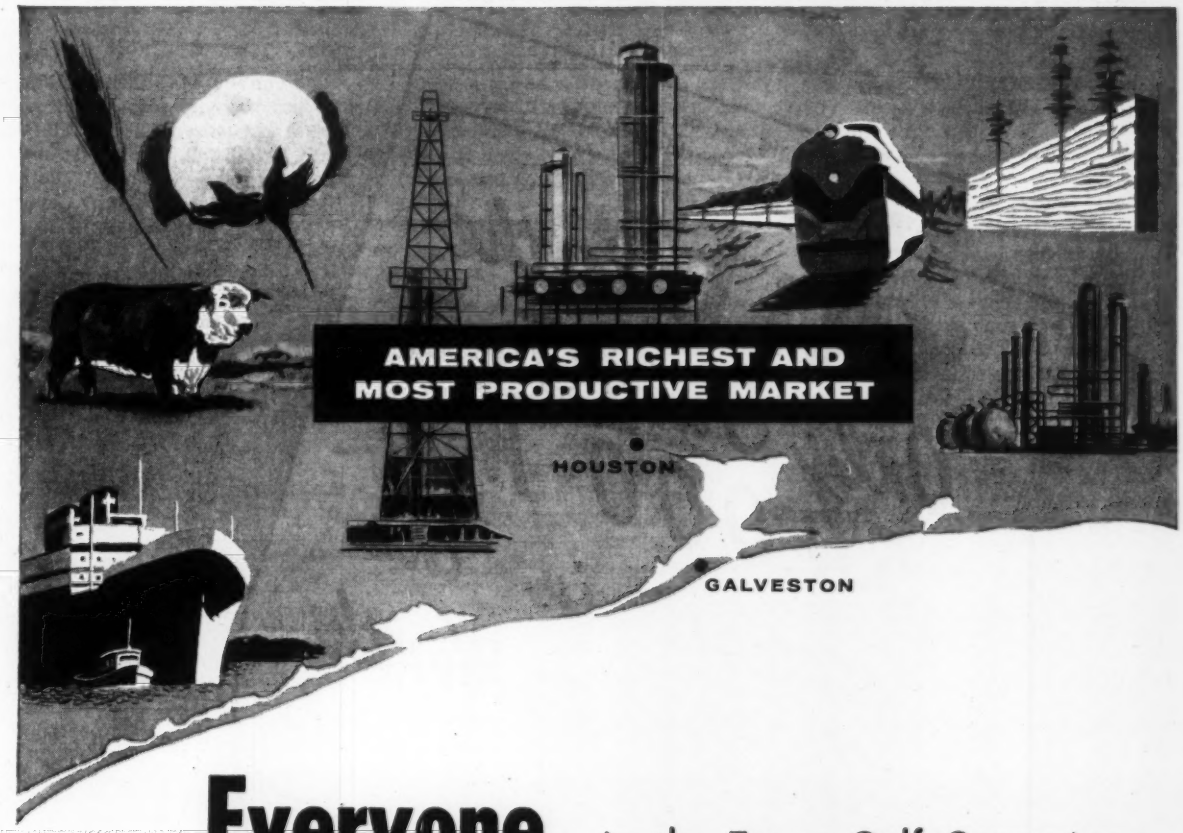
For availabilities and complete coverage information—Call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager. CEdar 2-7777

NBC

316,000 watts

*Equipped for network color*

**reaching a market that's reaching new importance!**




# Everyone...in the Texas Gulf Coast Area

# is sold on KGUL-TV

***The only station that delivers a primary city signal to Galveston and Houston.***

**KGUL-TV is top preference** in prime time* with the most popular nighttime program, the largest average audience and the highest number of quarter hour firsts.

(Source: ARB, July, 1956, 7 days, 6 P. M. Midnight)*

## ¼ OF TEXAS

¼ of all Texas buying income, over 600,000 families with 475,000 television sets, make up the rich Gulf Coast Area, including Galveston and Houston.

Charted in proportion to effective buying income for counties included in KGUL-TV's coverage area.

kgul TV

GALVESTON, TEXAS

Represented Nationally by CBS Television Spot Sales

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

## IMPORTANT MEMO TO IMPORTANT RADIO TIME BUYERS!

KRLD, alone among major 50,000 watt radio stations in the rich, rapidly growing Dallas-Fort Worth Market, operates on a single frequency full time, sharing not so much as a minute.

This means one order, one billing . . . and that every announcement you use, no matter what time of day, is applied to earn for you a maximum frequency discount.

Texas' oldest CBS affiliate . . . KRLD is the Dallas-Fort Worth station to which a vast audience tunes with a purpose . . . for specific listening . . . and that makes your representation on 1080 doubly effective.

Buy double the impact for half the cost on . . .

## KRLD Radio

**OUTLET FOR CBS RADIO NETWORK IN DALLAS AND FT. WORTH**

Owned and operated by KRLD-TV, televising with Maximum Power from the top of Texas' Tallest Tower, The Dallas Times Herald station, Herald Square, Dallas 2. The Branham Company, National Representatives.

JOHN W. RUNYON
*Chairman of the Board*

CLYDE W. REMBERT
*President*

**50,000 WATTS COMPLETELY SATURATES THE GREAT SOUTHWEST MARKET**

# closed circuit.

**RCA'S SECRET SYSTEM** • While RCA-NBC is on official record as vigorously opposed to subscription-tv, exhaustive patent for "secret television systems" has been procured by Vladimir K. Zworykin, RCA honorary vice president, and assigned to RCA. U. S. Patent Office records show that eight claims were made and that patents were applied for in 1950 and granted July 31, 1956. System would be coin-operated, with selection of three programs. Like other subscription devices, invention is designed to send secret signals for distorting intelligence at transmitter and removing distortion at receiver.

B•T

*DESCRIPTION of Zworykin patent states system would "provide for participation in financing of programs by an audience." In explanation, it's stated that in some instances "high quality tv programs whose costs exceed advertising revenues, or whose character would not tolerate the intrusion of advertising, are not available for general television audience consumption. It is clear, for example, that current motion picture production, which the film studios could not afford to release for general consumption unless the proper revenues were derived therefore, are at present probably withheld from television audiences because an acceptable system for audience-financing is not available."*

B•T

**WARNER-FOX MERGER?** • Talk is current as to possible merger of Warner Bros. and 20th Century-Fox production facilities on mammoth Warner lot in Burbank, Calif. Story has it 20th Century would move its New York administrative headquarters to new building adjoining Warner, Burbank, and that both companies would merge distribution exchanges as well. Both are getting deeper in tv production too. 20th Century's present lot in Los Angeles is one of area's most valuable real estate tracts, oil rights alone commanding $37 million bid recently.

B•T

*EXTENT to which television is outpacing movies on Hollywood scene is evidenced in roster of 26 big name stars on payroll at CBS Television City last week for six live shows, matching if not topping talent stable of any major film studio in movietown. Production costs on six hour shows for week exceeded $650,000. This fall CBS-TV Hollywood is feeding 33 film and live programs to network each week for total of 25½ hours, up two hours over last season.*

B•T

**DOWN MEXICO WAY** • At invitation of Mexican government, FCC Comr. Rosel H. Hyde leaves about mid-October for Mexico City for further bilateral conversations on NARBA broadcast allocations. To be discussed will be terms of draft agreement evolved in Washington last July with Mexican delegation. Mexico is not now signatory to NARBA agreement signed with other North American nations. Tv allocations are not involved.

B•T

*JOSEPH H. REAM, former executive vice president of CBS Inc., who retired four years ago, has accepted special assignment in Washington in connection with Defense Dept. activities. Since his CBS retirement, he has resided in Tallahassee, Fla., operating his farm and engaging in local law practice. Precise nature of his Washington duties not defined.*

B•T

**GROUNDED ANGEL?** • Although Crowell-Collier has said financing was available for $16 million buy of Consolidated Television & Radio Broadcasters properties it still, according to best sources, doesn't have money on hand. Consequently application for FCC approval, scheduled to be filed last week, has new target date: this week. What is piquing curiosity is fact contract with Bitner-controlled broadcasting company has Oct. 31 cut-off date. According to informed reports, C-C has made no move to have contract extended, and H. M. Bitner, Consolidated chairman, has suggested no revision to publishing company. So far C-C has acquired KFWB Los Angeles, paying Harry Maizlish $2.47 million, and, by mutual consent, dropped its projected $1 million purchase of KULA-AM-TV Honolulu.

B•T

*TIME Inc., which now holds three radio-tv properties (KOB-AM-TV Albuquerque, 50%; KDYL and KTVT [TV] Salt Lake City, 80%; and KLZ-AM-TV Denver, 100%) is contemplating expansion in broadcast field. Insofar as is known, there are no current negotiations but there have been signs that company is interested in expansion, possibly to full quota.*

B•T

**NO MONTANA FCC** • Contrary to earlier reports, Montana Gov. J. Hugo Aronson does not plan appointment of Montana "FCC" which would authorize low power on-channel vhf boosters, as has been done in Colorado by Gov. Edwin C. Johnson. Answering inquiry from Archer S. Taylor, consulting radio engineer of Missoula, Mont., Gov. Aronson said he had had inquiries concerning on-channel boosters from both sides and that he felt that "it is a matter for regulation by the FCC."

B•T

*FORMAL announcement shortly will be made of promotion of Merrill Lindsay, general manager of WSOY-AM-FM Decatur, Ill., to vice president in charge of operations of Lindsay-Schaub, parent newspaper organization. Reporting to Mr. Lindsay, who is NARTB director for fm stations, will be general managers of four newspapers, plus WSOY. Coincident with Mr. Lindsay's advancement, promotion of Milburn H. Stuckwish, WSOY station manager, to general manager will be announced.*

B•T

**COMMERCIAL CRITICS** • Although it is too early for official announcement, 150 program review committees in 25 states will analyze tv commercials for full week in mid-November as next project of Peter Goelet's National Audience Board, and review questionnaires are being readied for distribution. NAB this week is expected to report on Labor Day weekend program analysis by nationwide committees including 800 community "leaders."

B•T

*MOVIE industry spokesmen are openly unhappy about what they say was dull story of Hollywood last week by NBC-TV's* Wide Wide World *and want future shows about movie capital to be filmed and carefully edited before showing. Feeling is accented by fact tv has taken over town's economics leaving virtually little but pride for movie titans, still smarting from deglamorization last spring when NBC-TV spectacular "un-covered" Beverly Hills.*

B•T

**PRELIMINARY REPORT** • FCC turned back two attacks on tv grants last week, with orders due to be issued this week. Commission agreed with examiner's initial decision last August denying protest of ch. 11 KIVA (TV) Yuma, Ariz., against January grant of ch. 13 Yuma to Wrather-Alvarez Broadcasting Co. (KYAT [TV]). KIVA had protested Yuma unable to support two tvs; FCC also decided to deny petition for reconsideration filed by Beechview Broadcasting Co. against last month's ch. 10 Portsmouth, Va., grant to WAVY that city. FCC also voted to reopen hearing on WWBZ Vineland, N. J., case to give station another opportunity to rebut charges its horserace programs used by gamblers. Two commissioners, Doerfer and Craven, voted to renew WWBZ license without further hearing.

B•T

*THAT grant of private tv intercity relay last week to permit WCYB-TV Bristol, Va., to pick up programs of WSJS-TV Winston-Salem, N. C.—115 miles away—should not be given weight as indication FCC has changed policy regarding privately owned relays by tv stations. Grant is under existing policy which permits private relays only until common carrier puts in facilities and urges tv stations using own microwave equipment to amortize it soonest (Sec. 4.631 [c]). Commission still pondering policy whether or not tv stations and non-broadcast licensees should be allowed to install and operate own relays notwithstanding accessibility of common carrier facilities.*

# It's very nearly unanimous now in Minneapolis — St. Paul

*Latest Hooper* Says:*

# WDGY FIRST

Among all Twin City stations
all-day average Monday-Saturday

*Latest Nielsen** says:*

**WDGY FIRST**
Among Twin City independents

6 AM-12 midnite
Monday-Sunday
(NSI & total area, too!)

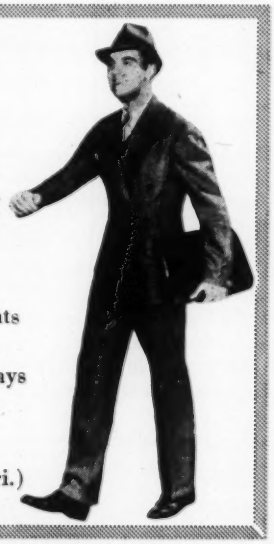
(Second only to one station on day-nite, week-long average)

*Latest Pulse*** says:*

**WDGY FIRST**
Among all Twin City stations 12 noon-6 PM Saturdays

**FIRST**
Among all independents
6 AM-6 PM Mon.-Fri.
6 AM-12 noon Saturdays

(Only 4 points behind top station 12 noon-6 PM Mon.-Fri.)



Make sure you have the *up-to-date Twin City* radio story. Times have changed, and so have audience habits. Check the latest audience facts with General Manager Steve Labunski or your Blair man.

** Aug.-Sep. Hooper ** June Nielsen *** July-Aug. Pulse*

# WDGY

Minneapolis-St. Paul • 50,000 watts—
and almost perfect-circle daytime coverage

## THE STORZ STATIONS

**Today's Radio for Today's Selling**

*President:*
TODD STORZ

| | | | | |
|---|---|---|---|---|
| **WDGY** Minneapolis-St. Paul | **WHB** Kansas City | **WQAM** Miami | **KOWH** Omaha | **WTIX** New Orleans |

Represented by John Blair & Co. | Represented by Adam Young, Jr.

# at deadline

## Four NBC Executives Named to Vice Presidencies

ELECTION of four new vice presidents and promotion of H. Earl Rettig to post of vice president and treasurer of NBC being announced today (Mon.) by President Robert W. Sarnoff.

New vice presidents: Charles H. Colledge, in charge of NBC facilities operations; Jerry A. Danzig, in charge of radio network programs; William R. (Billy) Goodheart Jr., in charge of television network sales, and William K. McDaniel, in charge of radio network sales. All four headed their respective areas of operation prior to elevation to vice presidencies.

Mr. Rettig, who has been vice president in charge of television network services, succeeds Joseph A. McDonald as treasurer. Mr. McDonald has been named assistant general attorney (see story, page 60).

Mr. Colledge, with NBC since 1933 (except for two-year stint as director of color television operations in Washington labs of parent RCA), reports to Charles R. Denny, executive vice president for operations. Mr. Danzig, who moved to NBC in 1955 after some 20 years with CBS-TV, WINS New York and Mutual-WOR New York, and Mr. McDaniel, who joined NBC in 1938 and subsequently served with KMPC and KECA-TV Los Angeles and ABC Western Div. before returning to NBC in 1952, both report to Matthew J. Culligan, vice president in charge of NBC Radio. Mr. Goodheart, co-founder of MCA and show-business veteran who came out of retirement to join NBC last May, reports to Thomas A. McAvity, executive vice president for tv network programs and sales. Mr. Rettig, in broadcasting and motion pictures for more than 25 years and with NBC since 1950, reports to John M. Clifford, executive vice president for administration.

## Ade Hult to Screen Gems As Sales Development Head

APPOINTMENT of Adolph N. (Ade) Hult, formerly vice president in charge of sales for Mutual, as director of sales development for Screen Gems Inc., New York, announced Friday by John J. Mitchell, vice president in charge of sales for SG.

Mr. Hult served MBS for about 20 years, resigning in 1954. He served network in various sales capacities and was appointed a vice president in 1945 and board member in 1953. Starting in 1930, Mr. Hult was with sales staff of WGN Chicago for four years.

## All's Well With Ford, CBS-TV

IN APPARENT MOVE to end speculation that Ford Div., Ford Motor Co., was planning to drop sponsorship of CBS-TV's *Ford Star Jubilee* series, Ford and network issued joint statement Friday stressing that "Ford fully realizes the prime importance of television as an advertising medium and of CBS-TV as a very important vehicle in that medium." Statement also noted that CBS-TV and Ford are "finalizing future plans for the *Jubilee* series" and that last week Ford sponsored a total of two and one-half hours of national network tv programming.

### EVERYONE INVITED

"SURPRISE birthday party" for President Eisenhower to be presented on CBS-TV Saturday under sponsorship of national "Ike" Day Committee, preceding his actual birthday Oct. 14. It will be carried at 10-10:30 p.m. EDT, pre-empting Liggett & Myers' *Gunsmoke*. Program will include participation by President and family, and will feature Eddie Fisher, Irene Dunne, Nat "King" Cole, Helen Hayes and Gordon MacRae, with James Stewart as m. c.

## Magnuson Stock in KIRO Challenged by GOP Opponent

STOCK ownership in KIRO Seattle by Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee was thrown into Washington senatorial campaign by Republican opponent, Gov. Arthur B. Langlie. In front-page story *Seattle Post-Intelligencer* (Hearst) reported Friday that Sen. Magnuson owned over 10,000 shares of Queen City Bcstg. Co. (KIRO) stock worth $40,000, which Gov. Langlie charged raised ethical questions in connection with KIRO's pending application for ch. 7 in Puget Sound area.

KIRO received examiner's nod in initial decision April 1955, but hearing was reopened to admit testimony about purported communist remarks involving Saul Haas, KIRO president. Records show Sen. Magnuson owns approximately 10,200 out of 254,544 outstanding shares of Queen City stock.

Gov. Langlie said stock of radio applicants getting tv grants quickly doubles and trebles in value. George P. Hardgrove, Seattle financier and Queen City board chairman, said Sen. Magnuson has never attempted to influence FCC decisions in favor of applicant.

## Mrs. Frank Folsom Dies; Services Today in N. Y.

PONTIFICAL requiem mass for Mrs. Gladys Jordan Folsom, 58, wife of Frank M. Folsom, RCA president, will be held today (Mon.) at 11 a.m. at St. Vincent Ferrer Church in New York. She died Thursday of heart attack at her home in New York.

Mrs. Folsom was Lady of Grand Cross of Equestrian Order of Holy Sepulchre and was active in Catholic charities in New York, including New York Foundling Hospital. Family requests that in lieu of flowers, contributions be sent to that institution.

## Arden Show for CBS-TV

NEW five-year CBS-TV contract announced Friday by actress Eve Arden under which her own production company will produce another situation comedy for CBS-TV for next fall. All rights to her *Our Miss Brooks* series (150 episodes) have been sold to CBS-TV for undisclosed amount to be paid over six-year period.

## • BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 48.

**ARRID IN 75** • Carter Products (Arrid deodorant), N. Y., in addition to television campaign, is buying radio saturation package (with as many as 12 to 15 spots per week) starting Oct. 15 for seven alternate weeks. Schedule will be placed in about 75 markets. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

**TEMPTED TOWARD TV** • Armour Co. (margarine), Chicago, through N. W. Ayer & Son, N. Y., considering television spot campaign. If schedule is approved, advertiser will use approximately 20 markets, starting Nov. 1 for 26 weeks.

**CITIES SERVICE BUYING** • Cities Service Oil Co. (gas and oil), N. Y., preparing radio spot announcement campaign starting Oct. 29 in about 40 markets for three weeks. Ellington & Co., N. Y., is agency.

**MINUTES IN SECONDARIES** • Campbell Soup Co., Camden, N. J., planning one-minute radio spot announcement schedule in 50 mainly secondary markets, starting Oct. 15 for 26 weeks. BBDO, N. Y., is agency.

**POLITICAL PURCHASE** • Volunteers and Businessmen for Stevenson & Kefauver committees are buying five minutes, five times weekly, early morning and noon in and around farm programs in almost 50 radio markets. Norman, Craig & Kummel, N. Y., is agency.

**TV SPOTS FOR GOP** • Republican National Committee buying 20-second television spots in 18 markets from now until election day. In addition, committee is considering—although no orders have been placed—additional half-hour network buys for last week before election day. BBDO, N. Y., is agency.

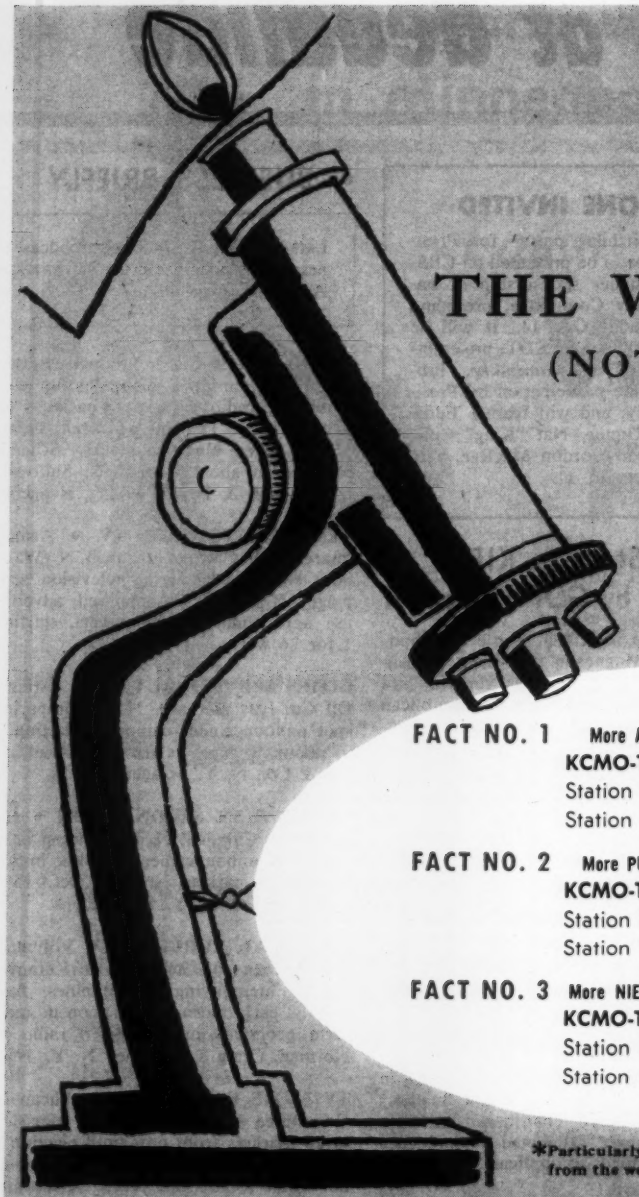
**POSTUM IN 63** • General Foods Corp. (Postum), White Plains, N. Y., placing radio spot schedule effective Nov. 5 for 21 weeks in 63 top markets. Agency: Young & Rubicam, N. Y.

**BIG BUY FOR NABISCO** • National Biscuit Co. (Dromedary dates), N. Y., placing radio spot schedule Nov. 1-22 and again Dec. 4-24 in almost 100 markets. Lennen & Newell, N. Y., is agency.

**SCOTT DRIVE SET** • Harold F. Ritchie Co., Clifton, N. J., which recently shifted its Scott's Emulsion (vitamin supplement) account from Atherton & Currier to J. Walter Thompson, both N. Y., launching first tv spot campaign out of Thompson in 33 markets starting Oct. 21 and running through March. Scott's also will use five southern radio markets.

**C & W GETS BUSY** • Texas Co., which recently designated Cunningham & Walsh for

*(Continues on page 9)*



# THE WHOLE TRUTH
## (NOT 1/2 TRUTHS)

## about who's watching who* in Kansas City

**FACT NO. 1** More ARB quarter-hour firsts for KCMO-TV

| | | |
|---|---|---|
| **KCMO-TV** | **264** | **Channel 5** |
| Station B | 137 | As surveyed by ARB, July 1956 |
| Station C | 113 | |

**FACT NO. 2** More PULSE quarter-hour firsts for KCMO-TV

| | | |
|---|---|---|
| **KCMO-TV** | **261** | **Channel 5** |
| Station B | 158 | As surveyed by PULSE, July 1956 |
| Station C | 50 | |

**FACT NO. 3** More NIELSEN quarter-hour firsts for KCMO-TV

| | | |
|---|---|---|
| **KCMO-TV** | **225** | **Channel 5** |
| Station B | 137 | As surveyed by NIELSEN, July 1956 |
| Station C | 131 | |

*Particularly KCMO-TV, telecasting at full power from the world's tallest self-supporting tower.

CBS

KCMO-TV . . . ONE OF MEREDITH'S BIG 4 . . . ALL-FAMILY STATIONS

| KANSAS CITY | | SYRACUSE | | PHOENIX | | OMAHA | |
|---|---|---|---|---|---|---|---|
| KCMO | KCMO | WHEN | WHEN | KPHO | KPHO | WOW | WOW |
| RADIO 810 kc. CBS | TV Channel 5 CBS | RADIO 620 kc. CBS | TV Channel 8 CBS | RADIO 910 kc. ABC | TV Channel 5 | RADIO 590 kc. CBS | TV Channel 6 CBS |

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

**MEREDITH *Radio and Television* STATIONS**

**affiliated with Better Homes and Gardens and Successful Farming magazines**

# at deadline

## Radio, Tv Cited as Best For Appliance Advertising

RADIO AND TV, as effective family media, are best for such family-decision items as appliances, R. J. Sargent, general manager of Westinghouse Electric Corp. consumer marketing-distribution division, told Ohio Assn. of Radio-Tv Broadcasters fall sales meeting Friday at Columbus. He said tv often provides only real demonstration family sees before purchase.

Mr. Sargent said *Studio One* CBS-TV audience costs $1.08 per 1,000 viewers per commercial-minute. He suggested radio-tv presentations to advertisers and agencies should show how to use all media in campaigns instead of just broadcast media.

George A. Moore, of Commerce Dept. field office, said Ohio is now second industrial state, having passed Pennsylvania and Illinois, and will eventually go ahead of New York.

Series of radio-tv panels held during day. Radio moderators were Bert Charles, WVKO Columbus, and Sam Johnston, WTVN Columbus. Tv moderators were J. L. Bowden, WKBN-TV Youngstown, OARTB president, and Robert D. Thomas, WBNS-TV Columbus. Radio speakers included Benedict Gimbel Jr., WIP Philadelphia; Gordon McLendon, KLIF Dallas; Daniel Kops, WAVZ New Haven, Conn.; Marilyn Bielefeldt, Earle Ludgin Adv. Agency, Chicago. Tv speakers were Norman E. Cash, Television Bureau of Advertising; T. S. Christensen, Philip Morris Inc.; Paul Schlessinger, Tatham-Laird Adv. Agency, Chicago; John B. Soell, WISN-TV Milwaukee, and Miss Bielefeldt. Luncheon speaker was William J. Hecker, advertising manager of special products, National Biscuit Co.

## D. C. Agency Boosts Officers

FOUR top executives of Kal, Ehrlich & Merrick, Washington, D. C., agency, elected to new posts. Norman C. Kal, president and founder of WAAM (TV) Baltimore, becomes board chairman; Harry L. Merrick, vice president, elected president-treasurer; Alvin Q. Ehrlich, vice president, becomes executive vice president; Bernard R. Linkins, secretary, elected vice president-secretary. Agency, formed in 1922, has nearly 200 active accounts with several million dollars in billings.

## WAAA, WTAN Change Hands

TWO station sales—WAAA Winston-Salem, N. C., and WTAN Atlanta, Ga.—announced Friday, both handled by Blackburn-Hamilton Co., brokers. WAAA was sold for $150,000 to Laury Assoc., including Robert Monroe and Arnold Schneidman as principals. WTAN, formerly WGLS, was sold by Noemac group for $85,000 to Robert Wasden, Emil Arnold and Jack Siegal, owners of WALT Tampa, Fla., and other stations.

## Loew's Sells to WOAI-TV

LOEW'S Inc.'s tv division moved into its 18th market Friday in leasing library of 725 M-G-M features on seven-year, exclusive basis to WOAI-TV San Antonio. Transaction involved $800,000.

## Arnold, Flynn Appointed To Top Posts at KTLA (TV)

TEAM of Lew Arnold and Henry Flynn appointed as general manager and assistant general manager, respectively, of Paramount-owned KTLA (TV) Los Angeles, it was announced Friday by Bernard Goodwin, president of DuMont Broadcasting and vice president of Paramount Television Productions. Top vacancy created by death Sept. 16 of Klaus Landsberg who had headed station and its experimental predecessor since 1941.

Mr. Arnold, executive assistant to Ted Cott, general manager of DuMont Broadcasting, has been serving as acting general manager of KTLA on interim basis. Mr. Flynn recently resigned as general sales manager of CBS Radio Spot Sales, is California native.

## Examiners Rule Against CBS Entry in FTC Case

REQUEST of CBS to intervene in Federal Trade Commission's complaint against nine manufacturers whose products are sold in chain stores and who have used network merchandising plans [B•T, Oct. 1, July 30], has been recommended for denial by two FTC hearing examiners. Gist of initial decisions was that CBS' interest was so indirect no useful purpose served in permitting network to participate in hearings with manufacturers. FTC complaint charged manufacturers gave grocery chains special allowances through use of networks' merchandising plans—which insured special in-store promotions in grocery chains with which broadcasters had special tie-ins.

## NBC Program Unit to Meet

MEETING of NBC Radio Network's program advisory committee to be held Friday in New York, Lester W. Lindow, WFDF Flint, Mich., chairman of committee, announced Friday. Session was described as regularly scheduled meeting. It's understood agenda will include discussions of "imagery transfer" concept of advertising being advanced by Matthew J. Culligan, NBC vice president in charge of radio network [B•T, Oct. 1], and promotion for projected "Most Beautiful Voice in America" contest announced some time ago, among other program plans.

### UPCOMING

**Oct. 7-10: Western Region AAAA meeting, Hotel Del Coronado, Coronado, Calif.**

**Oct. 8-9: Clear Channel Broadcasting Service program directors' meeting, Chicago.**

**Oct. 8-12: SMPTE semi-annual convention, Los Angeles.**

**Oct. 10-11: Kentucky Broadcasters Assn., annual meeting, Hotel Kenlake, Kentucky Lake.**

**Oct. 12-13: Alabama Broadcasters Assn., annual meeting, U. of Alabama, Tuscaloosa.**

***For other Upcomings, see page 113***

## PEOPLE

**JEAN CARROLL,** timebuyer on Smith Bros. and Warner-Lambert at Sullivan, Stauffer, Colwell & Bayles, N. Y., has resigned and plans to move to West Coast.

**GILBERT S. McKEAN,** advertising manager and transcription director, Columbia Records Inc. (division of CBS Inc.) and former vice president and national sales manager, London Records, N. Y., named national sales and promotion manager for Crowell-Collier Pub. Co.'s new mail order phonograph record clubs.

**MILTON BURGH,** director of news for Mutual, has resigned, effective last Friday. Mr. Burgh had been associated with MBS news department since 1945.

## • BUSINESS BRIEFLY

*(Continues from page 7)*

most of its advertising, effective Jan. 1 [B•T, Oct. 1], reportedly will launch first radio spot campaign through C & W (broadcast media heretofore being Kudner Agency responsibility) later this month to run through middle of December in over 60 top markets for Petrox additive in Fire Chief gasolines. Agency also will assume responsibility for ABC Radio Saturday afternoon broadcasts from New York's Metropolitan Opera House at beginning of broadcast season, Dec. 8.

**D'ARCY RESIGNS PACKARD** • Packard Div. of Studebaker-Packard Corp., South Bend, Ind., has been resigned by D'Arcy Adv. Co., effective Nov. 1. Billing is estimated at nearly $3 million. Benton & Bowles, N. Y., agency handling Studebaker, is expected to be named to service Packard. This would be in line with management thinking of consolidating Studebaker and Packard sales and marketing activities into one organization. Meanwhile, Studebaker through B&B is buying 100 markets for four-week tv spot schedule for 1957 models [B•T, Sept. 10] effective Nov. 1.

**REPEAT CUSTOMER** • Diamond Crystal Salt Co., St. Clair, Mich., which last July tested radio spot, apparently was convinced by results. Since that time, Diamond, through Ogilvy, Benson & Mather, has placed campaigns in approximately 35 markets, all in East, Northeast and Midwest. Now it's planning drives in 10 southern markets starting this month. Campaign will be directed along lines of four-week pushes with graduated hiatuses in between.

**IDEAL EXPANSION** • Ideal Toy Corp., N. Y., through Grey Adv., same city, will supplement its Yuletide push with participations in NBC-TV's *Home, Ding Dong School,* ABC-TV's *Kukla, Fran and Ollie,* and CBS-TV's *Art Linkletter's House Party* from Nov. 5-Dec. 14. Toy firm also will buy participations in local kiddies shows in 50 top markets.

## WWL-TV Protests Grant

WWL-TV New Orleans, La., holder of grant for ch. 4 there but prohibited from building because New Orleans is one of 13 cities where the FCC has proposed deintermixture, appealed Friday to federal court in Washington against Commission's Sept. 26 grant of ch. 32 New Orleans to WWEZ that city. This is prejudical to WWL-TV's position, Loyola U. station said, because if Commission goes through with deintermixture in New Orleans it might have assigned ch. 32 to Loyola.

# the week in brief

### SPOT RADIO SPURTS AHEAD

*August spot radio billings of $10.6 million, 28.5% ahead of last year, are reported by Radio Advertising Bureau; DeSoto puts $175,000 into special three-week radio-only campaign for 1957 models* ..... 27

### TV PACE: $100 MILLION A MONTH

*B•T's preview of fall-winter business shows local, spot and network business all running well ahead of last year; half of total volume comes from networks, where ABC-TV is narrowing gap between it and CBS-TV and NBC-TV* ..... 28
*Network advertisers, 1956 vs. 1955* 30

### AGENCY FEES ON ANA AGENDA

*Advertisers will get progress report on their association's independent review of agency compensation at Chicago meeting Oct. 22-24* ..... 42

### AGENCIES SEE, HEAR COLOR

*WNBQ (TV) Chicago shows color tv to annual meeting of AAAA's Central Region; Howard W. Rapport of Tatham-Laird praises its accomplishments for advertisers* ..... 46

### OFFICIAL EXPANDS ABROAD

*Sales offices are established in London, Berlin, Paris, Rome, Belgium and Sweden; four new properties are under consideration for production in conjunction with Sapphire Films, London* ..... 52

### MADISON AVE., HOLLYWOOD

*Hal Roach Studios reorganizes its commercial division on advertising agency lines, with autonomous units assigned to service individual accounts* ..... 54

### MBS-RKO INTEGRATION SET

*Tom O'Neil, president - chairman, RKO-Teleradio Pictures, announces plan making RKO stars available for Mutual programs; RKO executive personnel will help in sales programs, station relations; new MBS affiliation contracts are postponed indefinitely* 58

### SHOULD TV MOVE TO UHF?

*Station comments on FCC proposal for eventual move of all or substantial part of tv broadcasting to uhf region find vhf operators determined that they not be moved, uhf broadcasters insistent that move be hastened* ... 63

### NBC TALENT CONTRACTS

*House Antitrust Subcommittee retains a dozen agreements made by NBC with performers containing terms the committee finds questionable* ..... 68

### CELLER AIRS VIEWS ON WABD (TV)

*Chairman of House Antitrust Subcommittee recommends "divestiture" by networks of BMI stock in telecast on DuMont tv station in New York* ... 70

### TvB TO HAVE HOT DATA ON TAP

*New IBM electronic brain, TELEVAC, to be installed in about 18 months at headquarters of telecasters' association, will provide up-to-the-minute compilations of tv advertising facts and figures* ..... 78

### NARTB MEETING IN WASHINGTON

*Second half of regional meeting series gets underway Thursday; attendance of 718 at first four sessions trails last year's 813* ..... 82

### FELLOWS GETS PR AIDE

*Donald H. Martin, public relations director of British Travel Agency, joins NARTB as public relations assistant to the president* ..... 84

### RCA'S GIFTS TO SARNOFF

*Magnetic tape player for tv programs, electronic air conditioner and electronic amplifier of light, asked for by RCA board chairman five years ago, are presented and demonstrated in ceremony at David Sarnoff Research Center* ..... 94

### CARTB SPEAKS ITS MIND

*Explosive brief of Canadian broadcasters association asks Royal Commission to order Canadian Broadcasting Corp. to get rid of its empire-building complex* ..... 99

## departments


| | | | | | |
|---|---|---|---|---|---|
| Advertisers & Agencies | 27 | For the Record | 105 | Our Respects | 22 |
| At Deadline | 7 | Government | 63 | Playback | 102 |
| Awards | 96 | In Review | 14 | Political Broadcasting | 76 |
| Closed Circuit | 5 | International | 99 | Professional Services | 97 |
| Colorcasting | 31 | Manufacturing | 94 | Program Services | 97 |
| Editorials | 114 | Networks | 58 | Programs & Promotions | 103 |
| Education | 98 | On All Accounts | 24 | Stations | 88 |
| Film | 52 | Open Mike | 18 | Trade Assns. | 78 |



Broadcasting Publications Inc.
Sol Taishoff
President

Maury Long, Vice President — H. H. Tash, Secretary — B. T. Taishoff, Treasurer

THE BUSINESSWEEKLY OF RADIO AND TELEVISION
*Published Every Monday by Broadcasting Publications Inc.*

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 De Sales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson
NEWS EDITOR: Fred Fitzgerald
SPECIAL PROJECTS EDITOR: David Glickman
ASSOCIATE EDITORS: Earl B. Abrams, Lawrence Christopher (Hollywood)
ASST. TO MANAGING EDITOR: Donald V. West
ASSISTANT EDITOR: Harold Hopkins
STAFF WRITERS: Ray Ahearn, Jacqueline Eagle, Dawson Nail, Munsey Slack, Lamar Underwood
EDITORIAL ASSISTANTS: Hilma Blair, Sylvia Quinn, John Sheldon, Ann Tasseff, Rita Wade
SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS
VICE PRESIDENT & GENERAL MANAGER: Maury Long
SALES MANAGER: Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Wilson D. McCarthy
ADVERTISING ASSISTANTS: Doris Kelly, Jessie Young
AUDITOR-OFFICE MANAGER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston
SECRETARY TO GENERAL MANAGER: Eleanor Schadi

CIRCULATION & READER'S SERVICE
MANAGER: John P. Cosgrove
SUBSCRIPTION MANAGER: Frank N. Gentile
CIRCULATION ASSISTANTS: Cecilia Delfox, Bessie Farmer, Joseph Rizzo, Charles Harpold

BUREAUS
NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355

Editorial
SENIOR EDITOR: Rufus Crater
AGENCY EDITOR: Florence Small
ASST. NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
STAFF WRITERS: Frank P. Model, Selma Gersten, Doris Fischoff

Business
SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
ADVERTISING ASSISTANT: Donna Trolinger

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
WESTERN SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
WESTERN SALES MANAGER: Bill Merritt, Virginia Bialas

Toronto, 32 Colin Ave., HUdson 9-2694
James Montagnes

SUBSCRIPTION INFORMATON

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new adresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired n 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office



Copyright 1956 by Broadcasting Publications Inc.

*say it with music*

***Now . . . 18 hours of***

# MUSIC

***18 news shows daily on***

# WJIM Radio

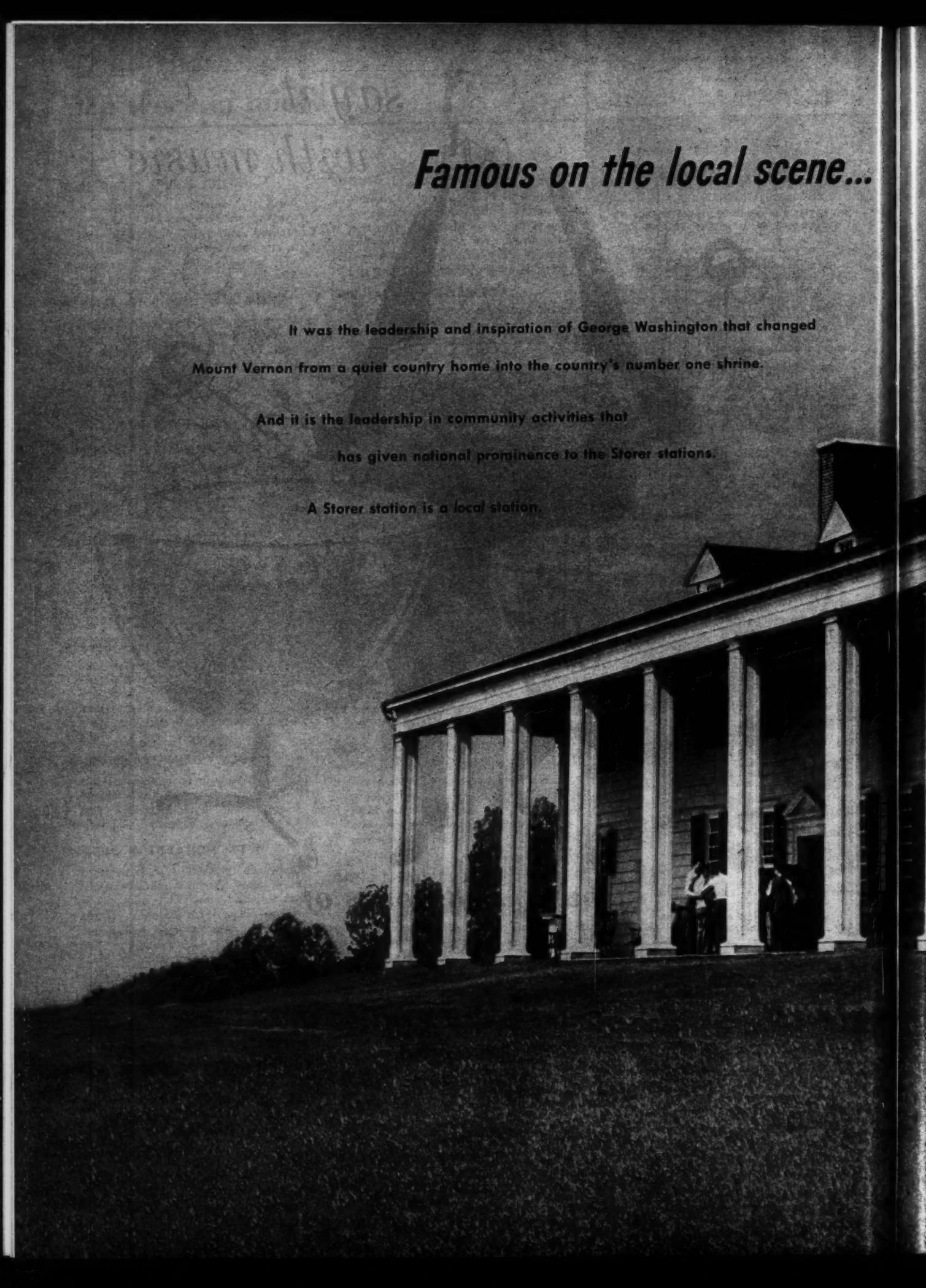
***Lansing***

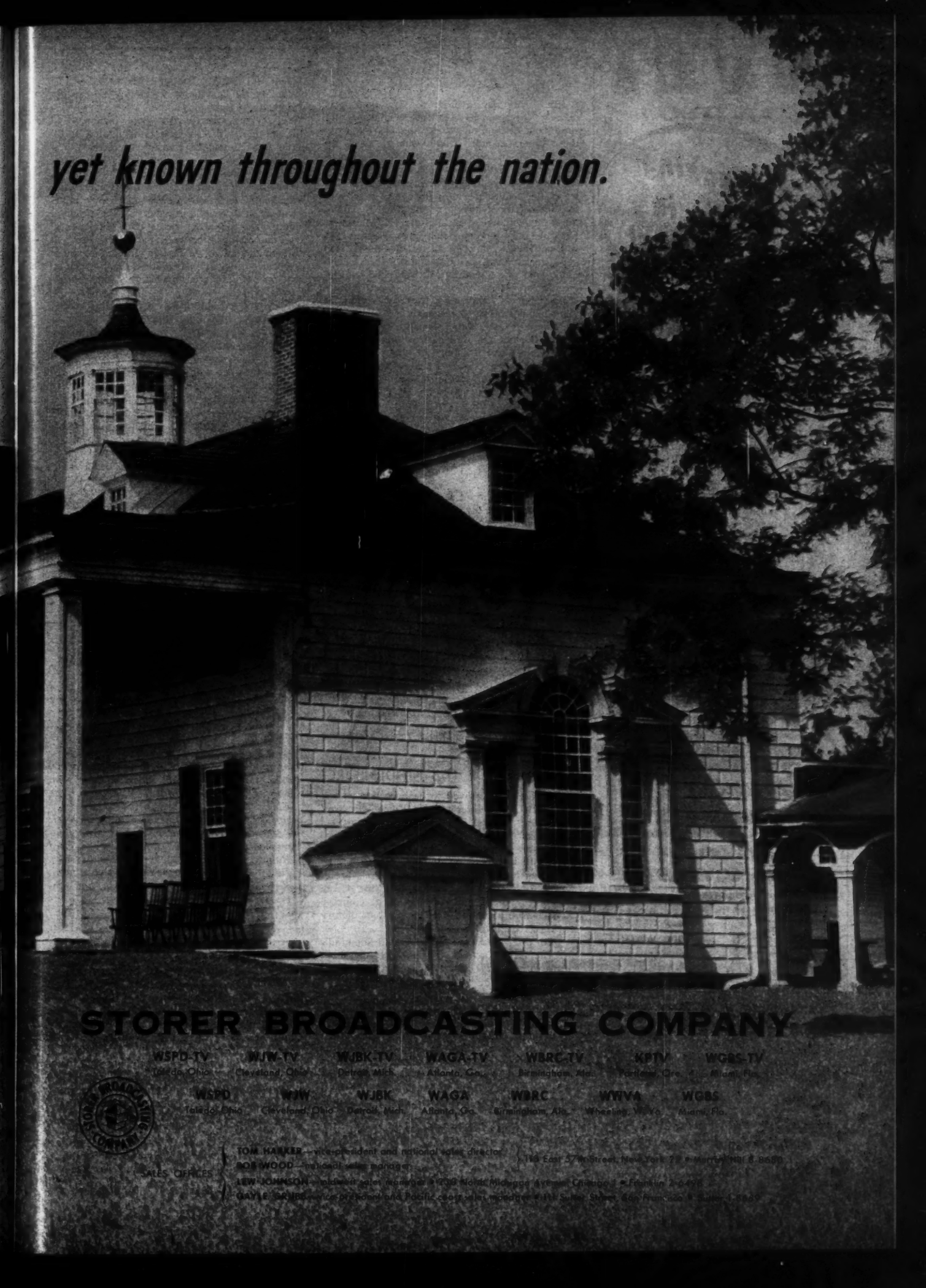
# *Famous on the local scene...*

**It was the leadership and inspiration of George Washington that changed Mount Vernon from a quiet country home into the country's number one shrine.**

**And it is the leadership in community activities that has given national prominence to the Storer stations.**

**A Storer station is a local station.**




yet known throughout the nation.
STORER BROADCASTING COMPANY
WSPD-TV Toledo, Ohio
WJW-TV Cleveland, Ohio
WJBK-TV Detroit, Mich.
WAGA-TV Atlanta, Ga.
WBRC-TV Birmingham, Ala.
KPTV Portland, Ore.
WGBS-TV Miami, Fla.
WSPD Toledo, Ohio
WJW Cleveland, Ohio
WJBK Detroit, Mich.
WAGA Atlanta, Ga.
WBRC Birmingham, Ala.
WWVA Wheeling, W. Va.
WGBS Miami, Fla.
STORER BROADCASTING COMPANY
SALES OFFICES
TOM HARKER—vice-president and national sales director
BOB WOOD—national sales manager
LEW JOHNSON—midwest sales manager
GAYLE SAVAGE—senior vice-president and Pacific coast sales manager
116 East 57th Street, New York 22 • Murray Hill 8-8650
Franklin 2-0454
111 Sutter Street, San Francisco 4 • Sutter 1-7869

WVET
RADIO

Is Breaking Records in Rochester!

We're really breaking records—our library has been cleared of nerve racking, hard to take music and now WVET features "Melody Fidelity," good music for listening pleasure. The kind of music adults will remember and enjoy morning, noon and night. It's not crew cut or long hair, but just good enjoyable music that Rochester wants. News, too, is breaking all listening records for WVET's complete up-to-the-minute world-wide and local news coverage is aired every hour on the hour. Both news and music are presented by WVET personalities who are long-time favorites in Rochester. Your clients can break sales records with WVET radio.

Featuring

★ MELODY FIDELITY
Good music for listening pleasure

★ EVERY HOUR NEWS COVERAGE
World-wide and local news coverage every hour on the hour.

5000 WATTS
1280 KC

WVET
MUSIC
NEWS
ABC
ROCHESTER, N.Y.

Represented Nationally by
THE BOLLING COMPANY




## AQUA-SPECTACLE

A BETTER than average variety show was teamed with some beautiful swimming and spectacularly exciting water skiing to make up the "Aqua-Spectacle" which was the Sept. 29 presentation of NBC-TV's *Saturday Spectacular*. Esther Williams was lovely as lady-in-charge of proceedings both in and out of the water, her beauty charming the eye so effectively that the ear forgave some of the allegedly comic lines she was called on to utter. Monologist Don Adams and magician Ray Benson did well-polished night club acts; the Bassi Trio gave an amazing demonstration of foot juggling, and the swimming-dancing chorus that backed up Miss Williams and faced NBC's color cameras contributed several scenes of charm and beauty, particularly in "The Frog and the Princess" ballet sequence.

Red Barber was well cast as announcer for the amazing performance of the four world champion water skiers as they were towed around the pool at speeds that well could have been neck-break for any less skilled athletes. Less fortunate were Peter Lawford and Arnold Stang, whose chief duties were to introduce other performers and whose participation with Miss Williams in a parody of "Baby, It's Cold Outside" must have made them, as it did their audience, wish they'd stuck to their less conspicuous chores.

One man's opinion is that while Miss Williams is undoubtedly prettier than Ed Sullivan, NBC might find something better for her to do than head a vaudeville bill.

*Production costs: approximately $125,000.*
*Sponsors: RCA and RCA-Whirlpool, through Kenyon & Eckhardt, and Oldsmobile, through D. P. Brother on NBC-TV, Sept. 29, 9-10:30 p.m. EDT.*
*Producer: Ben Gage; NBC Producer-Director: Greg Garrison; Musical Director: Jerry Dolan; Choreographer: Jonathon Lucas.*
*Cast: Starring Esther Williams, with Peter Lawford, Red Barber, Don Adams, Arnold Stang, Janik & Arnaut, Ray Benson, Bassi Trio and water skiing champions from Switzerland, Canada, South America and U. S.*

## SCUTTLING OF THE GRAF SPEE and LAST TRIP OF THE HINDENBURG

THIS past week proved to be a disastrous one on tv for Herr Hitler's Third Reich. On Sept. 30, Grand Admiral Erich Raeder's prize pocket battleship, *Graf Spee*, lay scuttled in Montevideo harbor, courtesy CBS-TV's *You Are There*, in a brilliant recreation of Dec. 18, 1939. The following day, the Deutsche Lufthansa's proud dirigible, *Hindenburg*, exploded at the U. S. Naval Air Station at Lakehurst, N. J., courtesy Robert Montgomery, in a less-than-satisfactory excursion back to May 6, 1937.

Both programs were, to use David Susskind's favorite term, "actuals." That is to say, both dealt with history as it happened, but in the final analysis, the weakness of *The Johnson's Wax Program* was pointed up in the strength of *You Are There*. The latter had all the facts of the Spee incident at its disposal: the amount of tonnage sunk by the *Spee*, British Admiralty records showing the deployment of the *Exter* and *Cumberland*, statements by Whitehall, the Ludwigstrasse, and the White House. And by welding together these facts, film clips of the *Spee* before and after scuttling, and specially recreated dramatic scenes dockside, *YAT* gave "Graf Spee" depth and perspective.

The Montgomery office too had its share of film clips: departure of the Hindenburg from Hamburg on May 3, the craft flying over the *Queen Mary* at sea, circling the tip of Manhattan and the final agonizing Gotterdämmerung at Lakehurst three days later.

Yet the program failed (where, incidentally, still another NBC-TV program, Kraft's sinking of the *Titanic* last season, succeeded) because its writers, Burton and James Benjamin, mistakenly improvised in their attempt to "humanize" the last trip of the Hindenburg. Save for the technical discussions between crew members and Mr. Montgomery's sage running commentary on what made the Hindenburg tick, the dialogue between passengers seemed strained and stilted. With eyes closed, one could overhear similar conversations on the Santa Fe "Super Chief." Reason: where Walter Lord's *Titanic* passengers were the last remnants of a dying era of superficial social graces, those aboard the *Hindenburg* represented no class at all; they were merely a group of adventurous tourists who happened to be on the wrong craft at the wrong time.

Though armed with the most dramatic climax of them all—the actual newsreel footage showing the conversion of a majestic airship into a ghastly crematorium—the Montgomery office strangely sought to do reality one better, instilling a laborious build-up of detail and overdramatization of human behavior. For example: the histronics by the actor supposedly portraying Herb Morrison of WLS Chicago (now news director of WJAS Pittsburgh) as he broke down completely in his hysterical description of the disaster. This (nor the vapid interview between Mr. Montgomery and survivor Margaret Mather) did little to "hypo" an otherwise unforgetful chapter in the history of aviation.

*YOU ARE THERE*

*Production costs: Approximately $20,000.*
*Sponsored by Prudential Insurance Co. of America through Calkins & Holden, N. Y., on CBS-TV, Sun., 6:30-7 p.m. EDT.*
*Writer: Don Clark; producer: James Fonda; director: William Russell; executive producer: Robert Sparks; cast: Roland Varno, James Logan, Harlan Wade and members of CBS News.*

*JOHNSON'S WAX PROGRAM*

*Production costs: Approximately $40,000.*
*Sponsored by S. C. Johnson & Son, Racine, Wis., through Needham, Louis & Brorby on NBC-TV, alternate Mons., 9:30-10:30 p.m. EDT.*
*Script by Burton and James Benjamin; director: Perry Lafferty; producer: Robert Montgomery; costumes: Syrjala; cast: Gale Page, Ford Rainey, Ulla Kazanova; Raymond Duke, Julius Bing, Leopold Badia, Mason Adams, Karl Swenson, Peter Von Verneck, and others.*

## JACKIE GLEASON SHOW

THE second coming of J. Gleason took place as scheduled a week ago Saturday night. All that was missing was a toot by the archangel Gabriel, but Gleason Enterprises more than made up for this oversight by providing us Great Unwashed with rocketbursts, 101 beautiful girls (101), and enough noise to make viewing Perry Como next door almost impossible.

With the Kramdens' honeymoon over and done with (the next sigh you hear will be a corporate one from your friendly Buick dealer), it remains to be seen just how long the viewing public will be entranced by the frantic behavior of Reggie Van Gleason III, the Timid Soul and whatever else the Golden Ham has in his trunk by way of stock characters. Indicative of the precarious adventure Mr. Gleason has embarked upon this season was the ap-

number 1 on her first national rating!

# the ROSEMARY CLOONEY SHOW

**YOU TOLD US SO!** . . . when you voted THE ROSEMARY CLOONEY SHOW television's "Best Syndicated Musical Series" . . . and when you snapped up regional sponsorships galore for **FOREMOST DAIRIES, INC., STERLING BREWERS, CLAIROL, BLATZ BEER, A. G. FOOD STORES, BRADING BREWERIES, BLUE CROSS, CHEVROLET DEALERS, CARLING BREWING, MICHIGAN BAKERIES, SAFEWAY STORES, ADMIRAL . . .** plus a host of top local advertisers and stations!

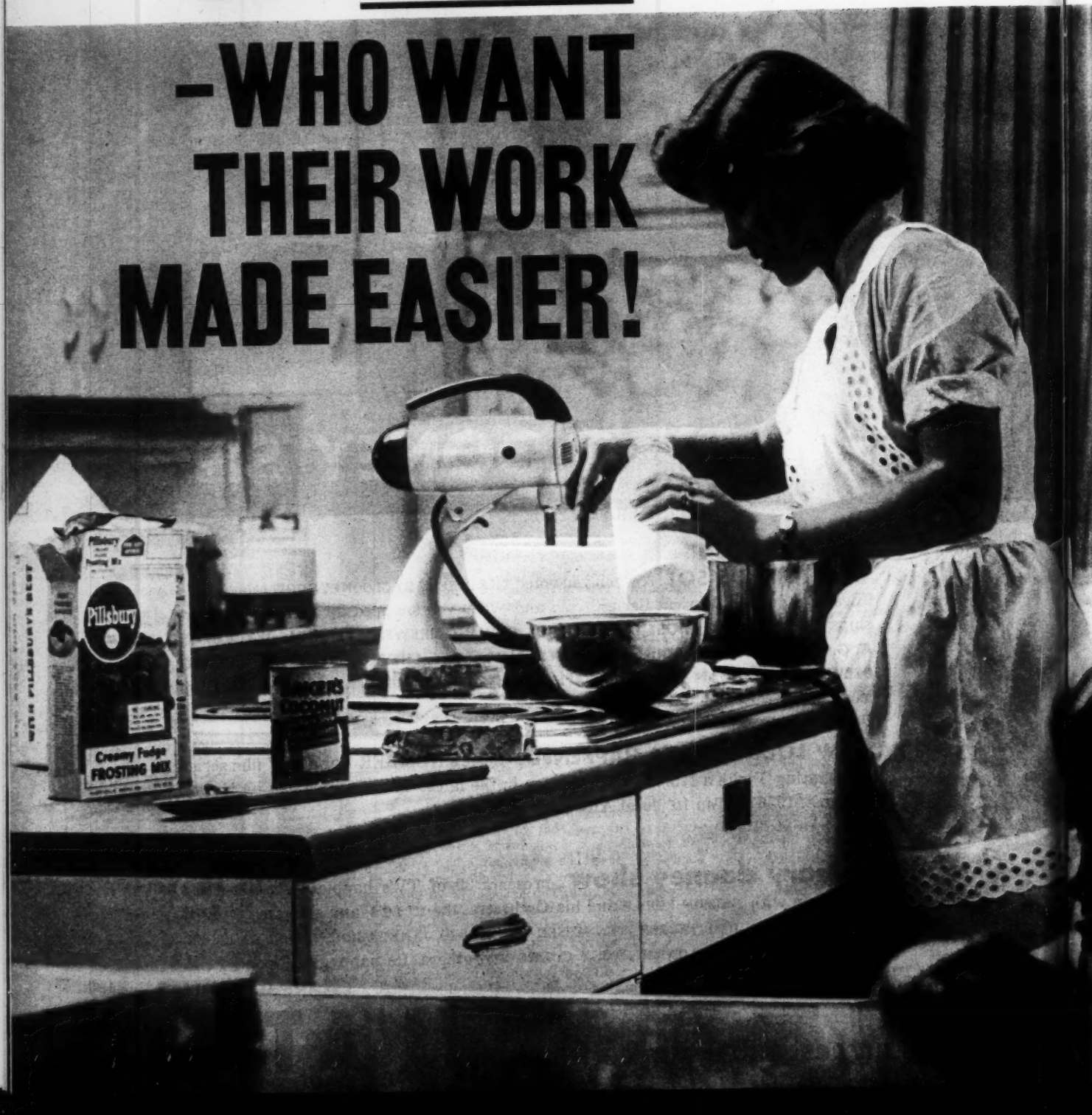
**NOW LOOK WHAT'S HAPPENED!** Rosie's NUMBER 1 of all TV film series (first rating!) with a 17.3 national average in the latest Videodex 284-market survey (August, 1956). "Top 10" local ARB ratings, too!

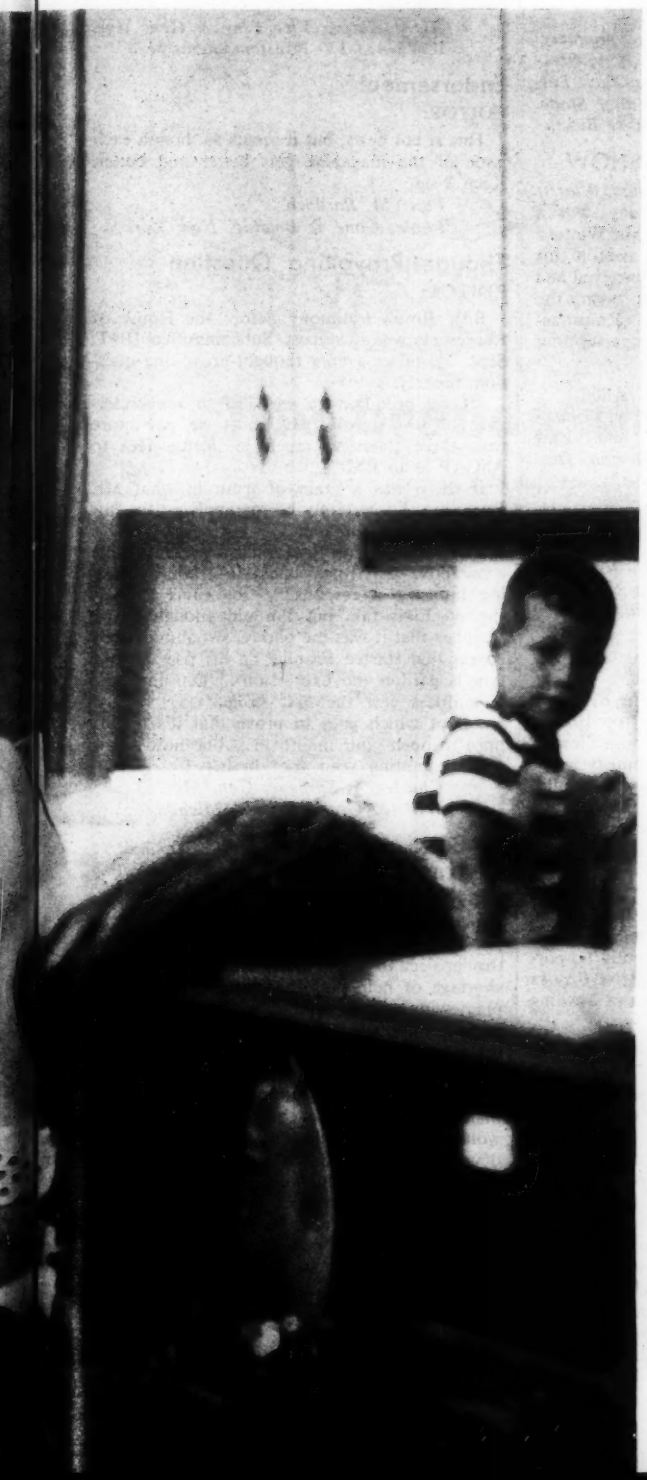
**the rosemary clooney show** presents 39 of TV's happiest, *highest-rated* half-hours with NELSON RIDDLE and his Orchestra, the HI LO'S, and a dream roster of guest stars like JOSE FERRER, TENNESSEE ERNIE FORD, JANET LEIGH, JOHNNY MERCER, ROBERT CLARY, JULIE LONDON, TONY CURTIS and others. Be happy, go Clooney! . . .

TV's highest rated film series...call **MCA TV** today

# NOBODY'S LISTENING BUT PEOPLE

# -WHO WANT THEIR WORK MADE EASIER!





What a time to talk about household appliances...while an average of 4,115,000 people a minute–mostly homemakers too busy for other advertising media–listen to CBS Radio's weekday serial dramas.

These programs are the strongest lineup in all daytime radio.

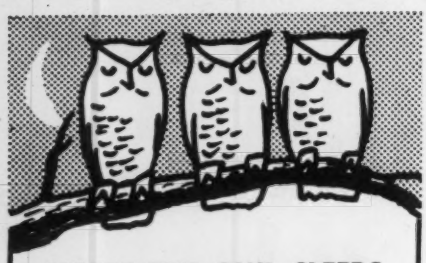
In one week, 20,548,000 different people hear them. And in four weeks, there are 31,791,000 different listeners.

this is the right time to buy...

# CBS RADIO NETWORK

*From left to right:*

| | |
|---|---|
| 12:00 N. | WENDY WARREN & THE NEWS |
| 12:15 PM | BACKSTAGE WIFE |
| 12:30 PM | ROMANCE OF HELEN TRENT |
| 12:45 PM | OUR GAL SUNDAY |
| 1:00 PM | THIS IS NORA DRAKE |
| 1:15 PM | MA PERKINS |
| 1:30 PM | YOUNG DR. MALONE |
| 1:45 PM | ROAD OF LIFE |
| 2:05 PM | RIGHT TO HAPPINESS |
| 2:15 PM | SECOND MRS. BURTON |



WHILE THE OWL SLEEPS

**YOU**

CAN REACH THE

**PRIME RADIO AUDIENCE**

YES, IN YOUNGSTOWN, OHIO AS THROUGHOUT THE NATION, DAYTIME RADIO IS A WISE BUY, AND IN YOUNGSTOWN, PRIME RADIO TIME IS BETWEEN 7 A.M. AND 10 A.M.

. . . . LOOK WHAT PULSE says about WFMJ in this three hour prime period:

WFMJ . . . . . 27% of listeners
Station "B" . . 23% of listeners
Station "C" . . 17% of listeners
Station "D" . . 7% of listeners
(Pulse-June '56 7 a.m. to 10 a.m.)
first in most other times, too.

Conclusive proof that the Sound Way to Sell in Youngstown, Ohio is to use the station with:

- Highest share of audience
- Lowest cost per thousand
- Complete merchandising service
- Finest programming
- 5000 watt coverage

ASK HEADLEY-REED OR CALL MITCH STANLEY, STATION MANAGER FOR AVAILABILITIES IN PRIME RADIO TIME.

**7 A. M. to 10 A. M.**

*specialists in* SOUND SELLING

*The Good Neighbor Station*

pearance of a galaxy of guest stars, each of whom paid their respects, being reimbursed, as it were, at $1,000 and up per respect.

We don't know how co-sponsor Arde Bulova felt about that little sketch featuring Joe the Bartender. As Joe, Mr. Gleason told about the barfly whose watch had stopped running, and about the good samaritan on the next stool who proceeded to lift up the back of the watch, only to find a dead bug in the works. "No wonder your watch has stopped," said the G.S. "The engineer's dead!" Well, only another 38 weeks, Mr. Bulova!

*Production costs: Approximately $75,000.*
*Sponsored by P. Lorillard Co. (Old Gold) through Lennen & Newell, N. Y., and Bulova Watch Co., through McCann-Erickson, N. Y., on CBS-TV, Sat., 8-9 p.m. EDT*
*Starring: Jackie Gleason, Art Carney, Audrey Meadows, Joyce Randolph and the June Taylor Dancers.*
*Executive producer: Jack Philbin; producer: Jack Hurdle; asst. producer: Stan Poss; director: Frank Satenstein; announcer: Jack Lescoulie; writers: Marvin Marx, Walter Stone, Sid Zelinka, Herb Finn; music: Ray Bloch.*

## JONATHAN WINTERS SHOW

NBC-TV's colorcast of the *Jonathan Winters Show*, which premiered last Tuesday, was a mildly amusing 15 minutes. Young Mr. Winters' innocent appearance is a decided asset to his comedy routines, which were well conceived and delivered. With a musical guest act to vary the pace—which The Platters did last week most acceptably—it added up to a pleasant quarter-hour all around.

*Production costs: Approximately $12,000.*
*Sponsored by Lewis-Howe Co. (Tums) through Dancer-Fitzgerald-Sample Inc. and Vick Chemical Co. through Batten, Barton, Durstine & Osborn Inc.*
*Packager: Martin Goodman Productions.*
*Star: Jonathan Winters. Broadcast on NBC-TV, Tuesday, 7:30-7:45 p.m.*
*Producer-director: Norman Frank; assistant director: Lamar Casselli; writers: Jack Douglas, Jim Lehner, George Atkins and Jonathan Winters.*

## THE BROTHERS

CBS-TV's new situation comedy, *The Brothers*, probably never will be listed in the top 10, but promises to gain a following for those viewers who like this type of stereotyped comedy.

The brothers own a photographic studio. The first show dealt with brother Harvey's efforts to bowl in a tournament instead of attending brother Gilmore's "surprise" birthday party. Both of the brothers' girl friends were brought into the action, as well as most of their family. Some of the jokes were good, some bad. Some situations were funny, some stressed.

Gale Gordon was not quite the bully he portrays as Osgood Conklin on *Our Miss Brooks* as he faked an arm injury to get out of bowling so that he could attend the party.

*Production Costs: Approximately $32,000.*
*Sponsored by Procter & Gamble Co. through Leo Burnett Co. and W. A. Sheaffer Pen Co. through Russel M. Seeds Co. on CBS-TV, Tuesday, 8:30-9 p.m.*
*Stars: Gale Gordon and Bob Sweeney as Harvey Box and Gilmore Box, respectively.*
*Cast: Frank Orth as Capt. Sam Box; Nancy Hadley as Marilee Dorf; Oliver Blaker as Dorf; Ann Morriss as Dr. Margaret Kleeb; David Orrick as Roscoe; Mary Lansing as Hazel, and Rodney Bell as Lester.*
*Producer: Edward Feldman; director: Hy Averback; writer: William Davenport; art director: Ralph Berger.*



## Doerfer's Gospel

EDITOR:

I have read with a great deal of interest your account of FCC Comr. John Doerfer's remarks before the NARTB regional conference in Salt Lake City [B•T, Sept. 24]. I was especially interested in what he had to say about stations that run a "juke box operation."

Perhaps I am wrong (but I doubt it) but I have refused to allow our radio operation here to degenerate into such a situation, even though I am sure it has cost us quite a few "fast bucks." I contend that a "juke box operation" station is not complying with its obligation to operate in the public interest. I believe that there is still a place in the communications picture in this country for good radio stations, that have as their objective service to the public.

I hope Comr. Doerfer will continue to preach that gospel because I think he is dead right.

*Harold Essex, Vice Pres. & Gen. Mgr.*
*WSJS-AM-TV Winston-Salem, N. C.*

## Endorsement

EDITOR:

This is not news, but it seems as though each issue of the magazine gets better and better. Keep it up.

*Peter M. Bardach*
*Foote, Cone & Belding, New York*

## Thought-Provoking Question

EDITOR:

Billy Rose's testimony before the House of Representatives Antitrust Subcommittee [B•T, Sept. 24] raises a very thought-provoking question, namely:

"If we broadcasters use such a preponderance of BMI music, why must we pay more than three times as much in license fees to ASCAP as to BMI?"

If there was a grain of truth in what Mr. Rose says, I'd certainly be for applying the law of supply and demand.

The team of Rose and Sinatra presents quite a paradox. Mr. Rose states that the broadcasting industry is responsible for Elvis Presley. I'm no Elvis fan, but I'm old enough to remember that it was the phony, swooning bobby soxers that started Frankie on his rise to fame (you'll pardon the expression). Let him who is guiltless cast the first stone.

All of which goes to prove that it's mighty hard to open your mouth in public now-a-days without putting your foot in it.

*Charles A. Sprague, Gen. Mgr.*
*WMAX Grand Rapids, Mich.*

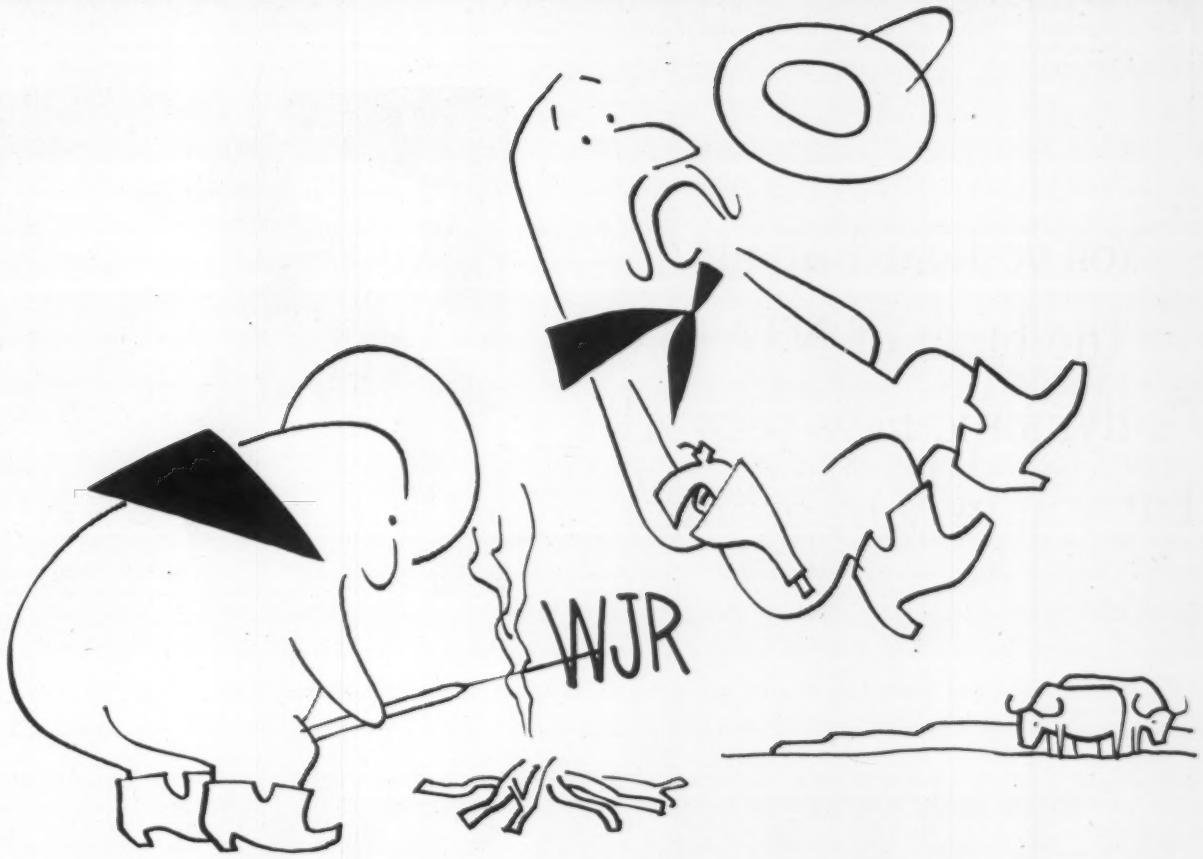
## NAB Awards

EDITOR:

Our listing in the current TELECASTING YEARBOOK, under the heading of Major Awards, has put us in a difficult position. We entered into this project in good faith some time ago, but shortage of help plus the extreme difficulty of previewing a large number of commercials has made it impossible for us to carry out the project as we had intended.

For the benefit of the stations, producers and advertising agencies whose requests for information have been reaching us in a flood, I would like to say that it is our intention to devote a week in the near future to the scrutiny of the entire commercials-situation on a national basis. We will examine the proportion between program and advertising content as well as the effectiveness of commercials which perhaps you might care to publish if reader interest should warrant at the conclusion of the survey.

*Peter Goelet, Pres.*
*National Audience Board Inc., N. Y.*




# The brands that mean business...

These grocery and supermarket items are currently advertised on WJR, Detroit. To move goods fast in Detroit and the Great Lakes market there's no medium like WJR.

**FOOD & HOMEMAKING**

Ac'cent
Aunt Wick's Root Beer Mix
Awrey Baked Goods
Baker's Angel Flake Coconut
Blue Bonnet Margarine
Breeze
California Bartlett Pears
Chef Boy-Ar-Dee Food Products
Chiquita Bananas
Chun King Foods
Contadina Tomato Paste
Diamond Crystal Salt
Doeskin Products
Frostee Desserts
Hills Bros. Coffee
Instant Chase & Sanborn Coffee
Instant Fels-Naptha
Instant Sanka
Jel Sert Fla-Vor-Aide
Jolly Time Popcorn
Kellogg's Cereals
Kerr Jars and Lids
Keyko Margarine
Kool-Aid
Lipton's Tea & Soups
Michigan Beet Sugar
Minute Potatoes
Nestle Instant Coffee
Perma-Starch
Pillsbury Products
Pine-Sol
Royal Gelatin Desserts
Salada Tea
Sanders' Candy & Baked Goods
Scott Paper Products
Shedd-Bartush Foods
Silver Dust Blue
Simoniz Products
Spry
Sta-Flo Liquid Starch
Surf
Swift & Company Meat Products
Tide
Twin Pines Dairy Products
Vel

**DRUGS, SUNDRIES & TOILETRIES**

Anacin
Arrid
Bufferin
Carter's Liver Pills
Chooz
Coldene
Colgate Palmolive Products
Doan's Pills
Ex-Lax
Feen-A-Mint
Heet
Ipana Tooth Paste
Lifebuoy
Murine
Pepsodent
Pepto-Bismol
Prell
Prom
Sal-Hepatica
Sleep-Eze
Sweetheart Soap
Toni Products
Tums
Unguentine
Vitalis
White Rain Shampoo

**OTHER PRODUCTS**

Camel Cigarettes
Cavalier Cigarettes
Chesterfield Cigarettes
d-Con Products
Eveready Batteries
Frankenmuth Beer
Goebel Beer
Hartz Mountain Products
Herbert Tareyton Cigarettes
Kool Cigarettes
L & M Filter Tip Cigarettes
Mail Pouch Tobacco
Muriel Cigars
Old Gold Cigarettes
Pal Blades
Pall Mall Cigarettes
Paper Mate Pens
Pfeiffer's Beer
Philip Morris Cigarettes
R. G. Dun Cigars
Salem Cigarettes
Schlitz Beer
Stroh's Beer
Viceroy Cigarettes
Winston Cigarettes
Wrigley Gums

*The Great Voice of the Great Lakes*
*CBS Radio Network*

## are advertised on WJR DETROIT

You've heard about
the birth of NTA-
TV's dynamic new network-
but you may be asking...

# WHAT'S NTA GOT...

*[that no other TV network has?]*

UNLESS you've been away, in a cave, or underwater, doubtless word has reached you that the NTA Film Network has been born.

In that case, you probably know that TV's dynamic new network is presenting a whopping new marketplace to the national advertiser.

But you may need filling in on what the NTA Film Network uniquely offers to advertisers and their agencies. Rather than keep you in the dark, here's what:

**1. 108 Stations Covering 82% of U.S. TV Homes.** They offer access to the nation's top markets ...where 38,173,100 families live...in 30,968,400 TV homes...with about *214 billion dollars* in buying power. To say the least, it's a vast market, with vast sales opportunities for the national advertiser.

**2. At a Fantastically Low Cost Per Thousand.** To those appalled by the high cost of TV advertising, the NTA Film Network offers enormous audiences at a remarkably low cost per thousand. Thanks to top talent at a fraction of the cost of the average TV show, and no staggering coaxial cable costs.

**3. With the Widest Flexibility in Scheduling Known to Network TV.** No costly "must-buys." Buy what you want...when you want...where you want it. One contract for everything–time and program. No worry about time differentials. You get the prestige of network *plus* the flexibility of spot.

**4. And Guaranteed Clearance of Time and Programming.** No more waiting for station clearances. You can get availabilities *now* ...without standing in line. Whatever your TV situation, make it better with the powerhouse programming of the NTA Film Network–the Four Dimension TV Network!

*For the full story phone, wire, or write:*

**NTA FILM NETWORK INC.**

*A Subsidiary of National Telefilm Associates, Inc.*
60 West 55th Street, New York 19, N. Y. • Phone PLaza 7-2100

**We have the Prettiest Listeners!**

**No, the surveys do not measure audience pulchritude . . . yet.**

**But the most beautiful girl in California is a KBIG fan—Shirlee Garner Witty, shown arriving from Catalina at the Long Beach Miss Universe contest. Shirlee won the KBIG MISS CATALINA beauty contest, then went on to become MISS CALIFORNIA.**

If you still think a pretty girl ad should point a moral, well . . .

1. Thousands, of Southern Californians, pretty and otherwise, are magnetized to KBIG by a quality music-news operation, plus continuing advertising and promotions like the MISS CATALINA exploitation.

2. Awards, more inanimate (but more significant) crowd the KBIG mantle . . . the four annual Golden Mikes of the Radio Television News Club of Southern California, the California State Fair Public Acceptance Award, the eight plaques of the RAB Radio Gets Results contest and the similar trophies of the Advertising Association of the West and Los Angeles Advertising Women.

Your Weed man can interpret how the vitality and prestige of KBIG fit the same qualities of *your* advertising.

**JOHN POOLE BROADCASTING CO.**
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
**Nat. Rep. WEED and Company**


# our respects

## ALAN WENDELL LIVINGSTON

WHEN Alan Livingston runs out of a challenge, he manufactures one.

After World War II, for instance, he took a mole hill of an idea about reviving children's records and engineered it into a mountain of sales—$5 million worth for one album alone, "Bozo at the Circus." It helped push a small Hollywood record firm called Capitol into the ranks of a top label.

Now, he has bitten off television. It was one challenge he didn't manufacture. It was inevitable.

"Television is a jungle," Mr. Livingston admits, but as president of California National Productions, NBC's expanding subsidiary for tv film production and syndication, merchandising and theatrical investment, he has high hopes for an exciting conquest. Just turning 39, Mr. Livingston supervises California National's production of *Life of Riley* and *Adventures of Hiram Holliday* series, plus the development of more than a dozen other new program properties.

CNP last summer took over office space and four sound stages at Hollywood's California Studios and Mr. Livingston has assigned a crew of 15 creative production people there on a permanent basis to supervise the work of producers, directors and writers signed for various program properties.

Mr. Livingston not only oversees the creation and production of program material, but he also sees that it is sold and merchandised, since the subsidiary company now includes NBC Television Films and a merchandising division. Wrap it up with the NBC Theatrical Div. and you will understand why Mr. Livingston's tv challenge at CNP reaches to four horizons, not one.

NBC Television Films, CNP's worldwide syndication arm, originally was established as a major operating division of the parent company in 1953. Now it distributes 18 film series, operates a New York and Hollywood film exchange and administers over 22 million feet of stock film footage.

The merchandising division stems from CNP's predecessor, Kagran Corp., and the network's *Howdy-Doody* program, but now the division exploits and promotes a long roster of personalities, characters and programs seen on the network and in syndication. Kagran changed its name to CNP earlier this year as its activities were expanded under Mr. Livingston.

The NBC Theatrical Div. of CNP administers the NBC Television Opera Theatre, which will present six productions on NBC-TV this season, and the new NBC Opera Company, which is touring 45 U. S. cities this fall. The theatrical division also is major backer of "Happy Hunting," which will open on Broadway in December.

Noting the great risks attending tv program development ("the stakes are so high"), Mr. Livingston says two basic elements of judgement are vital: "Is it saleable to a network and sponsor and will it be successful with the audience." Factors which compound the problem are finding stars who will be compatible with an imaginary assortment of prospective sponsors, he explains, "and finding people who know what they are doing when you get into production. The big headache at this time is too many promoters and not enough producers."

Live television by force of necessity has generated a "great brood of creative producers and writers," Mr. Livingston says, but tv film has yet to achieve this status since the film industry's most creative talent remained in the theatrical field. "Live tv production costs are soaring," he notes, "and the gap between live and film is narrowing."

Born Alan Wendell Livingston Oct. 15, 1917, in the small mining town of McDonald, Pa., the future CNP executive made his mark at an early age. He became proficient on a number of musical instruments and organized his own band in high school.

At the U. of Pennsylvania, he joined a dance band called the Continentals and became its leader in his junior year. The group won national honors that year as the most outstanding college orchestra. He graduated from the university's Wharton School of Finance and Commerce in 1940 and dropped music to become salesman for Calvert Distillers.

In 1942 Mr. Livingston enlisted in the Army and attended officer's candidate school. In 1943 he married Elaine Osterweil, daughter of a New York stock broker.

After his Army release in 1945, Mr. Livingston chose Capitol Records as his most opportune challenge and learned they needed an advertising writer. He applied just a little too late, but hearing of Capitol's interest in reviving the once profitable children's record field, he asked to submit some ideas. He did and they connected. "Bozo" and a host of other new record ideas soon emerged.

By the first of this year when NBC picked him to head CNP, he had risen to executive vice president and director of Capitol, helping to quadruple its sales in just 10 years.

Divorced from his first wife in 1955, Mr. Livingston is now married to actress Betty Hutton. They make their home in Beverly Hills with her two children and enjoy frequent visits from his own youngsters, Peter, 7, and Laurie, 5. His chief avocation is watching television and tending the barbeque pit, although he occasionally enjoys water sports.

# KOOL-TV DOMINATES PHOENIX, ARIZONA

PULSE

THE TELEVISION AUDIENCE

Published by The Pulse, Inc.
15 West 46th Street, New York 36, N. Y.

PHOENIX METROPOLITAN AREA — MAY 9,10,11,12,13,14,15, 1956

Top Fifteen Once A Week Shows

| | | | Program Average Rating May | Jan |
|---|---|---|---|---|
| $64,000 Question | KOOL | Tuesday | 37.9 | 52.0 |
| Do You Trust Your Wife | KOOL | Tuesday | 32.9 | 37.8 |
| Jackie Gleason | KOOL | Saturday | 32.9 | |
| Ed Sullivan | KOOL | Sunday | 32.2 | 39.8 |
| December Bride | KOOL | Monday | 30.5 | 31.8 |
| $64,000 Challenge | KOOL | Sunday | 30.5 | |
| Our Miss Brooks | KOOL | Friday | 29.7 | |
| Gunsmoke | KOOL | Saturday | 29.5 | |
| Red Skelton | KOOL | Tuesday | 28.5 | |
| Your Hit Parade | Station B | Saturday | 28.3 | 32.2 |
| Hall of Stars | KOOL | Sunday | 27.5 | |
| Phil Silvers | KOOL | Tuesday | 27.4 | |
| Stage Show | KOOL | Saturday | 27.2 | |
| Playhouse of Stars | KOOL | Friday | 27.0 | |
| Highway Patrol | Station C | Friday | 26.9 | 26.9 |

or ARB

...VISION AUDIENCE — Sund...

| TIME | PROGRAM | STATION | RATING |
|---|---|---|---|
| 8:30 P.M. | Famous Film Festival | B | 2.5 |
| | Guy Lombardo | C | 6.8 |
| | Ed Sullivan | KOOL | 42.2 |
| | Comedy Hour | D | 1.7 |
| | Sets in Use | | 53.2 |

THE PHOENIX TELEVISION AUDIENCE — Monday

| TIME | PROGRAM | STATION | RATING |
|---|---|---|---|
| 8:00 P.M. | TV Readers Digest | B | 4.6 |
| | Man behind the Badge | C | 8.9 |
| | I Love Lucy | KOOL | 38.8 |
| | Caesar's Hour | D | 5.9 |
| | Sets in Use | | 58.2 |

...PHOENIX TELEVISION AUDIENCE — Thursda...

| IME | PROGRAM | STATION | RATING | Me |
|---|---|---|---|---|
| :30 P.M. | Stop the Music | B | 8.0 | 3 |
| | Trouble with Father | C | 3.0 | |
| | Climax | KOOL | 26.2 | 2 |
| | Dragnet | D | 21.5 | 3 |
| | Sets in Use | | 58.7 | |

HE PHOENIX TELEVISION AUDIENCE — Thursd...

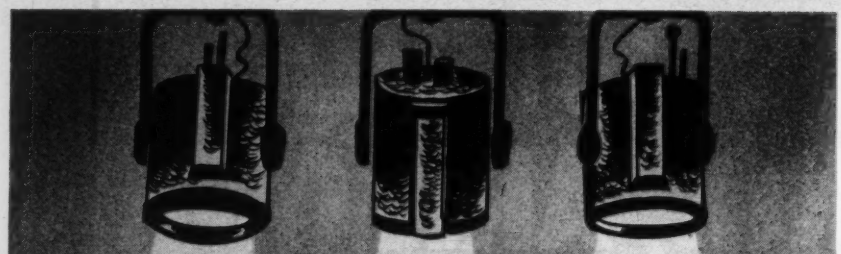
| TIME | PROGRAM | STATION | RATING | A |
|---|---|---|---|---|
| 5:00 P.M. | Mickey Mouse Club | B | 12.7 | 1 |
| | Trouble with Father | C | 5.5 | |
| | Afternoon Movie | KOOL | 15.6 | |
| | Big 12 Trail | D | 2.1 | |
| | Sets in Use | | 35.9 | |
| | ...Mouse Club | D | 13.1 | |

- Serving 139,300 TV households in Greater Phoenix (91% saturation) PLUS five other Arizona counties and 8 community antennae systems.

CBS **KOOL-TV** CHANNEL 10

**316,000 WATTS**
**PHOENIX, ARIZONA**

NATIONAL REPRESENTATIVE – George P. Hollingbery



TENNESSEE'S

* 2nd LARGEST METROPOLITAN MARKET AREA

KNOXVILLE METROPOLITAN AREA POPULATION 358,600

[KNOX • ANDERSON • BLOUNT COUNTIES]

* HERE'S WHAT WATE-TV OFFERS:

• POPULATION . . . 1,391,280 (54 Counties) • RETAIL SALES . . . $1,081,361,650

• FAMILIES . . . . . 345,810 • E. B. I. . . . . $1,290,306,630

* May 10, 1956 Sales Management Survey of Buying Power

WATE-TV CHANNEL 6 NBC

POWER MARKET OF THE SOUTH

Knoxville, Tennessee

Represented Nationally by, AVERY-KNODEL, INC.

• NEW YORK • ATLANTA • DALLAS

• SAN FRANCISCO • LOS ANGELES • CHICAGO

HERBERT LEONARD

## film maker

TURNING OUT FILMS for television goes at a pace which makes old-line Hollywood feature film producers blink in amazement.

"You've got to be young for this business," Herbert Leonard, producer for Screen Gems, Columbia Pictures' tv subsidiary, declares. And he's been on both sides of the fence.

Producer of *Rin Tin Tin*, currently on ABC-TV for Nabisco, Mr. Leonard also is producing two new Screen Gems series which have debuted on NBC-TV this fall. One is *Circus Boy*, sponsored by Reynolds Metals Co., and the second is *The 77th Bengal Lancers*, for General Foods (Jello).

In contrast to his motion picture experience, Mr. Leonard this year will turn out 117 half-hour tv programs, equal to 48 feature movies. He will have two companies shooting on the tv stages allotted to his company at Columbia every working day between now and March 1 next year.

During his previous six years as general manager of Sam Katzman Productions, Hollywood feature film company, he helped put together more than 140 theatrical films—what he considers a "solid way to learn the business of putting entertainment on film" but admittedly at a different pace. He had started with the firm as office boy soon after college and advanced to general manager in just four years.

Everyone knows Bert Leonard as the fast-moving type of man with a knack for getting things done. Born Oct. 8 in New York City just 33 years ago, he grew up in the rapid turmoil of the big city. Even before he had graduated from New York U. he knew his future was in film production, so he wasted little time getting there.

On his three television series this year, Mr. Leonard will be spending more than $4.5 million. All of this large tv schedule has developed in the brief span of two years and with a capital investment of just $1,000. In fact, it was $1,000 which he borrowed from his fiancee (now Mrs. Leonard) to finance his trip to New York to promote his concept of the *Rin Tin Tin* series. It was the success of this show which prompted him to venture further with *Circus Boy* and then *Bengal Lancers*. He considers the latter his most ambitious project to date.

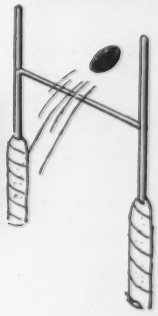
Mr. Leonard married Willetta Smith on July 4, 1953. They have one daughter, Michelle Dianne, five months old.

# the BIG 3 are on the BIG 4

1. NEWS

2. MUSIC

3. SPORTS



**WKMH**
DEARBORN
Detroit

**WKMF**
FLINT
Michigan

**WKHM**
Jackson Broadcasting & Television Corp.
JACKSON
Michigan

**WSAM**
SAGINAW
Michigan

## KNORR STATIONS

Today's BIG 3 radio attractions—news, music, and sports—are on all four Knorr Stations in a BIG way! In the home or out, Knorr listeners get more and more of what they want . . . advertisers get more and more of what *they* want . . . *Results!*

**SAVE UP TO 15%**

by Buying 2 or More of these Powerful Stations

| WKMH | WKMF | WKHM | WSAM |
|---|---|---|---|
| Dearborn-Detroit | Flint, Mich. | Jackson, Mich. | Saginaw, Mich. |

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

Represented by HEADLEY-REED

The Community Stations

KNORR Broadcasting CORP.

# COVER MORE OF ARKANSAS with KTHV

## CHANNEL 11 LITTLE ROCK

**FACILITIES:** Finest and most complete in the Central South. Superb new building . . . two large studios . . . 20′ revolving turn-table . . . fully-equipped kitchen . . . four camera chains and other up-to-the-minute technical equipment!

**ANTENNA:** Tallest antenna in the Central South—1756′ above average terrain!

**CBS:** Primary CBS affiliation—Channel 11—316,000 watts!

Let your Branham man give you all the *new* KTHV facts!

316,000 Watts • Channel 11

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*
AFFILIATED WITH KTHS, LITTLE ROCK AND KWKH, SHREVEPORT

BROADCASTING TELECASTING

October 8, 1956 Vol. 51, No. 15

# SPOT RADIO'S RECORD-BOUND; DESOTO IS ONE REASON WHY

- **SRA reports August national spot sales reached $10.6 million**
- **That puts '56's pace $4.5 million ahead of '53's record**
- **DeSoto's idea typifies spot use during remaining months**

NATIONAL spot time sales in radio smashed another record last August, reaching $10,601,000, or 28.5% ahead of August 1955 and 4% above July 1956, according to Station Representatives Assn.

SRA's report on radio spot time sales, slated for release today (Mon.) by Lawrence Webb, managing director, points out that August traditionally is the low month of the year in radio time sales.

For the eight months of this year, spot radio was 21.5% ahead of the same period last year —$86,366,156 for the Jan.-August period in 1956 compared to $71,102,000 for the like eight months of last year.

SRA's figures, which are based on compilations made by Price Waterhouse Co., indicate that national spot radio—as of August—has been continuing its resurgence.

SRA notes further that the August time sales also were ahead of January and April of this year, adding credence to SRA's recent prediction that 1956 may break all previous annual records in national spot radio time sales. The peak year for this medium was 1953 when the total climbed to $129.6 million. Thus far, at about the two-thirds point of the year, 1956 is showing estimated time sales at an annual rate of $134,005,000—about $4.5 million over 1953.

At the same time, SRA found new orders from agencies in August indicating the use of a larger number of markets as contrasted to a tendency in 1954 and 1955 of advertisers to use a limited number of top markets only.

This fall should show more advertisers moving into 100 markets instead of 30, 300 markets instead of 100 etc., with saturation campaigns commonly used, according to SRA.

While large regional and sectional use of markets by national advertisers is normal and continuing, the movement toward a wider and deeper spread in markets is seen.

Among the factors aiding this upward movement, SRA cited an optimistic outlook by the auto industry for its 1957 models; national retail sales humming along at an approximate 4% above last year and a "boiling" cigarette market. Of the latter, SRA said stations are "cashing in now" after three years of intensive campaigning by the trade association and the stations' representatives.

## DESOTO'S PLAN: HIT HARD WITH SPOT ON DELAYED BASIS

DESOTO this year is taking spot radio out of the rumble seat and plunking it behind the steering wheel.

A radio success story already is being written across the nation this week, as BBDO, Detroit, timebuyers continue to place radio spots in some 100 markets. DeSoto, a division of Chrysler Corp. and one of the "smaller" producers of automobiles in the U. S., this time is spending $175,000 for its three-week radio spot campaign compared to $65,000 for a three-week drive last year using both radio and tv spot.

It is kicking off its campaign nearly a month *after* it introduces its new models to the nation.

Why this sudden turnabout, and to what advantage radio and a "late" auto campaign on the airwaves?

BBDO about a fortnight ago held a closed reception-meeting in Detroit for some 22 station representative people from field offices. At that meeting, the DeSoto plans, via the agency and DeSotos' advertising director, James L. Wichert, were disclosed.

As recapitulated to B•T last week, the story sheds some light into the application by one national advertiser of radio's ability to carry a message with flexibility and frequency.

Actually the decision to use more and only spot radio in a given campaign can be traced back to last June as DeSoto started to plot its usual spot media drive to coincide traditionally with the introduction of its new models. As the experts closed in on the problem they came up with two interesting observations:

1. Other and bigger automakers—Ford, Chevrolet, Plymouth, etc.—also would have their messages on the airwaves.

2. An election year would mean an added demand on stations' spot availabilities.

The two together meant the DeSoto drive would place most of the "burden" on stations and their representatives which already had their hands full. Then, the Detroit coffee pot percolated:

Why not take advantage of the frequency which radio offers and take it when the spot pressure was off, thus giving DeSoto a fighting chance for audience attention?

Still hewing close to the auto industry's method of concentration with impact, or saturation, the DeSoto people decided to advance their schedule to Nov. 25, nearly a month after the firm formally announces its 1957 models on Oct. 30.

To get the most out of the medium to be used—spot radio—DeSoto is more than doubling its budget. It will pack its messages on stations throughout the country, using mainly 30-second and one-minute announcements. In New York City alone, for example, DeSoto expects to have a total of 500 spots concentrated in the three-week period on about seven radio stations.

The $175,000 budget for this type of campaign is the largest in DeSoto's advertising history. Whereas its messages were in about 70 markets last year, this fall DeSoto's spots will appear in 100 (and possibly more) markets, chiefly in the 7-9 a.m. and 5-7 p.m. periods weekdays and on various times on weekends.

DeSoto also thinks it has developed a technique, if not new then novel, for an automaker in advertising its new models. And it will do so by using the very most of slogan familiarity, emphasizing the "It's Delightful . . . It's Delovely . . . It's DeSoto" message first introduced last year.

What makes this campaign even more interesting is that DeSoto is not anti-tv—it is a veteran sponsor of network tv (Groucho Marx's *You Bet Your Life*) and a user of spot tv.

### '56 vs. '55—NO RACE

| | *1956* | *1955* | *Gain in '56* |
|---|---|---|---|
| JANUARY | $10,192,000 | $ 8,556,000 | +19.1% |
| FEBRUARY | 11,031,000 | 8,890,000 | +24.1% |
| MARCH | 11,699,000 | 10,190,000 | +14.9% |
| APRIL | 9,704,000 | 9,311,000 | + 4.2% |
| MAY | 11,632,000 | 9,124,000 | +27.5% |
| JUNE | 11,389,000 | 8,753,000 | +30.0% |
| JULY | 10,196,000 | 8,029,000 | +27.0% |
| AUGUST | 10,601,000 | 8,249,000 | +28.5% |
| TOTAL | $86,366,156 | 71,102,000 | +21.5% |
| SEPTEMBER | ..... | 9,478,000 | ..... |
| OCTOBER | ..... | 11,587,000 | ..... |
| NOVEMBER | ..... | 11,639,000 | ..... |
| DECEMBER | ..... | 10,260,000 | ..... |
| TOTAL | ..... | $114,066,000 | ..... |

Index, National Spot Radio, August 1956—118.4, using 1954 as the base year.

# TV FALL BUSINESS PACE AT $100 MILLION A MONTH

- **Network business will account for nearly half of total**
- **Spot outlook is for 20% gain this season over last**
- **All segments of day benefit in healthy sales picture**
- **Coming up fast, ABC-TV draws nearer the front runners**

TELEVISION advertising, which "officially" entered its fall season last Monday, is doing so as an estimated $100 million a month advertising vehicle, with nothing tangible in sight to apply brakes.

The tv networks alone can be expected to be coming in with close to 50% of this figure. The $100 million represents monthly gross time sales (figured at the one-time rate before deductions of commissions), and does not include expenditures for production. A year ago, B•T estimated gross sales for the fall of 1955 would run $80 million a month.

The pace in network tv is heightening with continued aggressive selling and greater station lineups (and thus greater circulation) portending an increased flow of national advertiser money.

National spot will continue to pour additional money into tv, as much as 20% more this season than last. Local business is expected to keep up with the national picture.

B•T's annual preview of the fall season finds:

• Advance sales of network tv time, although somewhat clouded by a cluster of political timebuys in an election year, are setting a fast pace.

• Daytime business at the networks, at first observation seeming to have slipped a bit, actually appears to be over the hump and should equal if not surpass the tremendous gain chalked up last year.

• Nighttime business, while not climbing at the same rate as it did last year, nevertheless is stepping forward with a hefty stride.

• ABC-TV seems headed for its greatest year yet, in its fight of the "third network" to rank nearer the bigtime billers—CBS and NBC.

• As they did last year, the bigger station lineups will mean additional advertiser spending and coverage.

• Program departments of each of the networks are setting forth a rash of entertainment fare, both film and live but all emphasizing higher budgets and exposure of a lengthening roster of stars. There will be more colorcasting than ever before, more quiz programs and more "adventure" stories.

Muscles of each of the networks are being flexed:

Slocum Chapin, vice president in charge of sales at ABC-TV, notes the network's gains in dollars, percentages, ratings and its newly-acquired name advertisers as well as additional programs to buttress his declaration that ABC-TV "looks forward" to this season as its "greatest ever."

Keeping an eye on CBS-TV's drive for its early evening programming that started a year ago and on its fattened daytime schedule, William H. Hylan, CBS-TV's vice president in charge of network sales, sees the network continuing "its leadership in both programming and sales" in the daytime, while hitting bigger volume in the nighttime.

NBC-TV, which is expanding its color schedule by 500% this season, is counting on color as an excitement to viewers and as an added attraction to advertisers. For the first six months of this year alone, William R. Goodheart, newly-appointed head of NBC-TV's sales, finds 33 of the 42 advertisers using network tv for the first time to be on NBC-TV.

Indeed, NBC-TV already is racing ahead of last season in advance sales of day hours. In addition, new sales are coming in, such as Helene Curtis' sponsorship of *Washington Square* (Ray Bolger on alternate Sunday afternoons). Some attrition is noted in nighttime sales but since last August additional advertiser purchases have been made (e.g., Lanolin Plus' buy of one-hour-long *Break the Bank* on Tuesday night, Schick Inc.'s alternate week buy of *Dragnet*).

Only a part of ABC-TV's story is told in the summary table on this page. For in addition to the network selling in August at a better rate than it did in 1955, its mounting strength—and billings—can be foreseen by the increased station lineups (see the full tables providing advertiser breakdown).

The growing influx of top advertisers to ABC-TV also is making the difference for the network.

According to the breakdown of average hours of commercials sold per week, ABC-TV is over its advanced sales record of last year in daytime hours. And although its nighttime pace appeared to be holding steady, the network since August already has added such advertisers as Plymouth (for its new *Ray Anthony* show) Miller Brewing (*Wire Service*), Swift (*The Lone Ranger*), U. S. Rubber (*Navy Log*) and segments purchased in *Circus Time* by American Metals, Remco Industries and Hartz Mt. Products.

Increased buying can be expected in ABC-TV's daytime hours, too, as indicated by some new business in for *Afternoon Film Festival* since the August cutoff date.

CBS-TV, as the summary table shows, has had some attrition in the daytime schedule. But network spokesmen hardly feel this a trouble area. The network still has a daytime total that overshadows completely those of the other two networks, and, of course, expects to push sales for its availabilities still open during the day. (A recent sale has been made to Tootsie Rolls for *Tales of the Texas Rangers.*) Most of the "loss" in CBS-TV's daytime hours can be attributed to its Mon.-Fri. strips, such as *Johnny Carson, Bob Crosby* and *Godfrey,* which are not completely sold out. Its *Contest Carnival* and *Johnny Coons,* both weekend shows, which were sponsored last season, are lost on this year's schedule.

In the nighttime segments, CBS-TV is ahead of last season, showing up impressively in those time periods where billings are the greatest.

Not appearing in this guide to current network fall business are the one-shots, the World Series (sponsored on NBC-TV by Gillette) and political timebuys. The political campaign expenditures are expected to be at a record high this year. Thus, by election time in a few weeks many advertisers can be expected to make final plans which have been in abeyance. In addition to the one-shots, regional buys of less than 20 stations are not included.

For the first time, B•T's preview includes a statement from Television Bureau of Advertising. According to Norman E. Cash, TvB vice president, tv advertising this season will see a "continuing upsurge" with impetus coming from recognition of daytime tv as "a major segment of the medium's selling efficacy" and from "the steady influx of new advertisers." From all current indications, says Mr. Cash, tv this season "will be one of vitality and growth" which he calls, "the hallmarks of a thriving business."

To Larry Webb, managing director of Station Representatives Assn., national spot tv is a "young giant" who expects to "put on weight and muscle at a rapid rate." The SRA estimate for the year is $315 million for national spot tv time sales as compared to the $275 million total it had estimated for this year.

## THE FALL HARVEST

Average Hours of Network Commercials Per Week

| Network | On Air in Oct. '55 | Sold as of Aug. 15, '55 | Sold as of Aug. 15, '56 |
|---|---|---|---|
| **DAYTIME** | | | |
| ABC | 5:15 | 4:15 | 5:37½ |
| CBS | 34:30 | 36:07½ | 31:05 |
| NBC | 22:45 | 17:15 | 18:58¾ |
| Totals | 62:30 | 57:37½ | 55:41¼ |
| **EVENING** | | | |
| ABC | 18:22¾ | 15:45 | 15:45 |
| CBS | 27:42½ | 26:45 | 28:22½ |
| NBC | 29:15 | 29:25 | 26:50 |
| Totals | 75:20¼ | 71:55 | 70:57½ |
| **TOTALS** | | | |
| ABC | 23:37¾ | 20:00 | 21:22½ |
| CBS | 62:12½ | 62:52½ | 59:27½ |
| NBC | 52:00 | 46:40 | 45:48¾ |
| Totals | 137:50¼ | 129:32½ | 126:38¾ |

## OUTLOOK IS BEST YET FROM VANTAGE POINT AT ABC

**Mr. Chapin:**

ABC Television looks forward to the 1956-57 season as its greatest ever, both in terms of sponsorship and new programs. Such important advertisers as Eastman-Kodak, R. J. Reynolds, Union Carbide & Carbon, Aluminium Ltd., Ford Motor, Chesebrough-Pond's, Armour & Co., U. S. Rubber, Procter & Gamble, Plymouth and Swift, are among the new sponsors of ABC-TV nighttime programs this season, in addition to many top advertisers who will return.

MR. CHAPIN

With *Omnibus, Lawrence Welk's Top Tunes and New Faces, Broken Arrow, Navy Log, Ford Theatre, Wire Service, The Adventures of Jim Bowie* and *Treasure Hunt* new to our schedule, ABC believes it's to be in the forefront of fine programming.

In the first seven months of 1956, ABC Television billings hit an all-time high of $44 million, compared to $25 million in the same period of 1955, an increase of $19 million or 76%. The increases were greater both per-

centage-wise and dollar-wise than the other networks. ABC-TV anticipates similar billing increases in the coming season.

In the rating picture, ABC Television scored important gains, making a three-way battle for honors in many key time periods. With the important new properties we have programmed, ABC-TV believes it will make even greater inroads competitively during 1956-57."

## REGULARLY SCHEDULED SHOWS STILL FORMULA FOR CBS-TV

**Mr. Hylan:**

CBS Television will continue in 1956-57 its emphasis on the regular weekly scheduling of programs in the belief that consistent programming is the basis for successful television advertising.

At the same time, provision has been made (as was the case last season) to carry important programs of a public affairs nature or of unique stature and quality in the entertainment field when the occasion arises.

Last year at this time, CBS Television was about to embark on an ambitious re-shuffling of its early evening schedule. The results have certainly lived up to expectations. *Doug Edwards with the News* at 7:15-7:30 p. m. Monday through Friday has maintained its position as the most stable news program on any television network. The Monday through Friday 7:30-8:00 p.m. has achieved top ratings with programs like *Robin Hood, Name That Tune, Sgt. Preston of the Yukon* and *My Friend Flicka.* It is anticipated that *The Giant Step,* which makes its debut in November at 7:30-8:00 p.m. Wednesdays, will make it a clean sweep for the entire strip.

MR. HYLAN

The circulation of the average Monday through Friday daytime program has increased in the past year to a greater degree than ever before in a like period. CBS Television, the pioneer in daytime network televison, will continue its leadership in both programming and sales areas. A top contender for daytime honors will be the *Our Miss Brooks* program schedule for the 2:00-2:30 Monday through Friday strip.

Probably the most ambitious undertaking of any television network this coming season is *Playhouse 90,* which will be scheduled from 9:30-11 p.m. Thursday starting Oct. 4. It is our firm belief that this series will bring a new dimension to television in both programming concept and in the use of the medium to sell goods or services.

## NBC-TV PUTS ITS CHIPS BEHIND COLOR PROGRAMMING

**Mr. Goodheart:**

Enthusiasm for color television on the part of advertisers and viewers indicates that 1956-57 is truly the color season.

Following the FCC approval of standards for compatible color television in December 1953, NBC led the field in presenting major shows, one at a time, in color in order that advertisers could see what full color could mean for their programs and products. Then, in the fall of 1954, NBC launched its more regular schedule of color programming, mainly by means of its spectaculars.

Even though there were numerous color sets in use at that time, NBC estimates that the number will have skyrocketed from some 30,000 at the beginning of this year to more than 300,000 at the beginning of 1957. There even has been speculation in the industry that by 1963 practically the entire television service, both programming and receiving, will be in color.

MR. GOODHEART

This great increase in color sets clearly demonstrates that the public is hungry for many-hued programming and advertisers are meeting this demand by associating themselves with color on an increasing basis.

This year NBC is expanding its color schedule by 500% for its advertisers and viewers. The color schedule calls for at least one major color program every night of the week in addition to the spectaculars and on some nights there will be as many as three straight hours of color programming on NBC. In the fourth quarter of 1956 nighttime color programming will total between 120 and 130 hours, as against 22.5 for the fourth quarter of 1955.

NBC believes this regular scheduling of color will help further to establish the color viewing habit as families become accustomed to watching the same program in color at the same time each week.

As another real aid to advertisers this season, west coast viewers for the first time will be able to see NBC color programs at the same clock hour as those in the East by means of the new lenticular film system.

In addition to color, the new 1956-57 season should attract even more new advertisers to network television through "shared" and participating advertising. During 1955 NBC succeeded in bringing in 51 new advertisers. Of these, 49 used NBC-TV exclusively. Our *Today, Home* and *Tonight* programs were responsible for most of these via the shows' pioneering magazine concepts.

Our successful recruitment of new network advertisers is continuing in 1956. During the first six months of this year, 33 of the 42 advertisers using network television for the first time were on NBC.

Other significant sales trends include:

An ever-increasing awareness by advertisers of daytime television's values—for instance, our *Queen for a Day,* launched only at the beginning of this year, is almost constantly in an S.R.O. status, so much so that it has been lengthened from its original half-hour to 45 minutes. Other daytime properties that are sure-fire sales vehicles include *It Could Be You, Bandstand, Tic Tac Dough* and *Comedy Time.* . . . The irregular, "special" buys, such as Warner Foundation's hour-long fashion shows, *Be a Famous Figure,* presented in color, on four Saturdays throughout the season, plus NCAA football, the bowl games, *Project 20* and others.

But above all this, we believe the most important sales development during this season stands to be color television for one paramount reason—advertisers realize that color shows people things as they really are.

## SRA SEES 20% JUMP IN SPOT TV VOLUME

**Mr. Webb:**

National spot television is that young giant that everyone expects to continue to put on weight and muscle at a rapid rate. The broadcasting business is not going to be disappointed.

Whoever said that history repeats itself should have added "sometimes," and should have explained that history repeats are modified by change and new events.

For the fall season, national spot television will repeat its usual history of substantial increase over the previous year, probably in the vicinity of 20%. But there are two significant changes.

First: Tv incoming orders are slower than a year ago. Blame the conventions and the political campaigns.

Second: Some tv spot business of fall 1955 is shifting in fall 1956 to spot radio. This is a double reverse. The most likely result will be that spot radio will show a surprising increase, while spot tv's growth will not be affected.

The plusses and minuses of national spot tv rate as follows:

Part of the dollar increase will come from higher rates, warranted by more sets, more viewing, more selling power, and catching up with past delayed increases.

The fall of 1956 is working against extraordinary high time sales last fall.

This fall there will be more spot carriers brought about by more, better, more recent movies available. Audience pull on this programming is well recognized.

There will be a tendency toward less network programming in station time. Stations will be more selective with more independent product available.

There will be the usual shift of some spot business to network, but the stream also flows the other way in at least equal amounts.

More regional football this year.

The automotive section looks as good or better than a year ago. New models will have something new to show, and the public must be told.

MR. WEBB

There is some regional political business, and a good volume of national minutes and shared ID's.

The cigarette pot is boiling, with national spot tv carrying more and more of the sales burden. Standard length cigarettes—Camels, Luckies, Chesterfields—are trying to hold their share of a decreasing market. King size cigarettes continue to grow and the race for a big share of the market grows more intense. Filter-tip cigarettes are the fast growing newcomers. An old leader may suffer in share of market, but still gain in volume. New brands, new merchandising plans in old filter-tip brands (old means three to five years in this race for sales) requires flexibility, quick moves to spread the news, fast action when newly tested copy proves out. Spot television expenditures by individual cigarette brands are running on an annual basis from $50,000 up to close to $5 million, with an astounding total of 17 brands in the sweepstakes, and three more in immediate prospect.

New stations coming on the air affect time

*Continues on page 36*

# HOW ADVERTISER SPENDING COMPARES ON THE TV NETWORKS: 1956 VS. 1955

| Advertiser / Program | Gross Time Charges Oct. '55 | Network | Stations Oct. 1955 | Stations Oct. 1956 | Average Hours For Week 1955 | Average Hours For Week 1956 |
|---|---|---|---|---|---|---|
| **Admiral Corp.** | | | | | | |
| Life Is Worth Living | $110,216 | ABC | 105 | | 0:30 | |
| Today | | NBC | | 61 | | d0:43 |
| Tonight | | NBC | | 59 | | 0:41 |
| **Aluminium Ltd.** | | | | | | |
| Omnibus | 81,572 | CBS | 67 | | d0:22½ | |
| Omnibus | | ABC | | 89 | | 0:22½ |
| **Aluminum Co. of America** | | | | | | |
| Alcoa Hour | 162,590 | NBC | 89 | 98 | 0:30 | 0:30 |
| Home | 23,445 | NBC | 56 | | d0:09¾ | |
| **Aluminum Goods Mfg. Co.** | | | | | | |
| Today | 10,364 | NBC | 58 | | d0:03 | |
| **Amana Society** | | | | | | |
| Collegiate Football | 48,480 | CBS | 55 | | d1:00 | |
| Phil Silvers Show | 93,594 | CBS | 130 | 167 | 0:15 | 0:15 |
| **American Character Doll Co.** | | | | | | |
| Pinky Lee Show | 29,884 | NBC | 94 | | d0:06 | |
| **American Chicle Co.** | | | | | | |
| Caesar's Hour | 108,941 | NBC | 124 | | 0:20 | |
| Zoo Parade | 55,287 | NBC | 74 | | d0:15 | |
| Adventures of Jim Bowie | | ABC | | 118 | | 0:15 |
| Ozark Jubilee | | ABC | | 128 | | 0:15 |
| **American Dairy Assn.** | | | | | | |
| Disneyland | 94,073 | ABC | 143 | 149 | 0:15 | 0:15 |
| Lone Ranger | 63,162 | ABC | 75 | | 0:15 | |
| **American Home Products Corp.** | | | | | | |
| Arthur Godfrey Time | 24,830 | CBS | 52 | 69 | d0:15 | d0:15 |
| Down You Go | 16,500 | ABC | 20 | | 0:15 | |
| Midwestern Hayride | 54,135 | NBC | 31 | | 0:30 | |
| Today | 44,829 | NBC | 54 | | d0:14 | |
| Tonight | 39,355 | NBC | 51 | | 0:16¼ | |
| Douglas Edwards, News | 103,300 | CBS | 82 | 141 | 0:15 | 1:30 |
| Love of Life | 247,254 | CBS | 150 | 185 | d1:15 | d1:15 |
| The Secret Storm | 246,541 | CBS | 147 | 185 | d1:15 | d1:15 |
| Name That Tune | 107,100 | CBS | 64 | 132 | 0:30 | 0:30 |
| Wanted | 49,380 | CBS | 81 | | 0:30 | |
| Adventures of Sir Lancelot | | NBC | | 126 | | 0:15 |
| Queen For A Day | | NBC | | 55 | | d0:15 |
| Captain Kangaroo | | CBS | | 96 | | d0:10 |
| **American Machine & Foundry Co.** | | | | | | |
| Regional Collegiate Football | | NBC | | 26 | | d0:30 |
| **American-Marietta Co.** | | | | | | |
| Famous Film Festival | 30,000 | ABC | 56 | | 0:07½ | |
| **American Motors Corp.** | | | | | | |
| Disneyland | 205,143 | ABC | 194 | 182 | 0:30 | 0:15 |
| **American Pfaff Corp.** | | | | | | |
| Home | | NBC | | 61 | | d0:13½ |
| **American Radiator & Standard Sanitary Corp.** | | | | | | |
| Today | | NBC | | 61 | | d0:13¼ |
| Home | | NBC | | 66 | | d0:24¾ |
| **American Telephone & Telegraph Co.** | | | | | | |
| Telephone Time | | CBS | | 192 | | 0:30 |
| **American Tobacco Co.** | | | | | | |
| Justice | 202,155 | NBC | 118 | | 0:30 | |
| Jack Benny-Private Secy. | 264,840 | CBS | 173 | 176 | 0:30 | 0:30 |
| Your Hit Parade | 163,494 | NBC | 152 | 177 | 0:15 | 0:15 |
| Make Room For Daddy | 80,160 | ABC | 117 | | 0:15 | |
| MGM Parade | 65,000 | ABC | 102 | | 0:15 | |
| Douglas Edwards, News | 149,600 | CBS | 59 | | 0:30 | |
| The Big Story | 91,242 | NBC | 91 | 93 | 0:15 | 0:15 |
| Navy Log | | ABC | | 101 | | 0:15 |
| Stanley | | NBC | | 126 | | 0:15 |
| **American Viscose Corp.** | | | | | | |
| Home | 18,988 | NBC | 52 | 61 | d0:07½ | d0:07½ |
| **Am-Par Record Corp.** | | | | | | |
| Mickey Mouse Club | | ABC | | 94 | | d0:07½ |
| **Anheuser-Busch Inc.** | | | | | | |
| Damon Runyon Theatre | 130,746 | CBS | 109 | | 0:30 | |
| **Charles Antell Inc.** | | | | | | |
| Search For Beauty | 238,947 | NBC | 82 | | d1:30 | |
| Ted Mack Matinee | 65,952 | NBC | 59 | | d0:52½ | |
| **Armour & Co.** | | | | | | |
| George Gobel Show | 109,896 | NBC | 151 | 179 | 0:15 | 0:15 |
| Perry Como Show | 49,198 | NBC | 73 | | 0:10 | |
| Mickey Mouse Club | 59,030 | ABC | 86 | 94 | d0:15 | d0:15 |
| Danny Thomas Show | | ABC | | 72 | | 0:15 |
| Matinee Theatre | | NBC | | 56 | | d0:10 |
| Tonight | | NBC | | 59 | | 0:09½ |
| Today | | NBC | | 61 | | d0:07½ |
| **Armstrong Cork Co.** | | | | | | |
| Circle Theatre | 69,225 | NBC | 71 | 96 | 0:30 | 0:30 |
| **Associated Products Inc.** | | | | | | |
| Tony Martin Show | 77,310 | NBC | 68 | | 0:07½ | |
| **Atlantis Sales Corp.** | | | | | | |
| Howdy Doody | 56,040 | NBC | 67 | | d0:15 | |
| Pinky Lee | 20,040 | NBC | 62 | | d0:06 | |
| **Avco Mfg Co.** | | | | | | |
| NCAA Football | 134,412 | NBC | 128 | | d0:30 | |
| **B. T. Babbitt Inc.** | | | | | | |
| Matinee Theatre | 5,116 | NBC | 60 | | d0:02 | |
| Afternoon Film Festival | | ABC | | 63 | | d0:15 |
| Caesar's Hour | | NBC | | 150 | | 0:10 |
| **Beech-Nut Packing Co.** | | | | | | |
| Dr. Spock | 39,532 | NBC | 37 | | d0:15 | |
| **Beltone Hearing Aid Co.** | | | | | | |
| Famous Film Festival | 15,000 | ABC | 56 | | 0:03¾ | |
| Today | 9,705 | NBC | 68 | 61 | d0:03 | d0:02¾ |
| **Best Foods Inc.** | | | | | | |
| You Asked For It | 118,725 | ABC | 44 | 56 | 0:30 | 0:30 |
| Garry Moore Show | | CBS | | 98 | | d0:15 |
| Bob Crosby Show | | CBS | | 109 | | d0:15 |
| Our Miss Brooks | | CBS | | 72 | | d0:15 |
| **Birge Co.** | | | | | | |
| Home | 9,840 | NBC | 56 | | d0:03½ | |
| **Hazel Bishop Inc.** | | | | | | |
| This Is Your Life | 95,514 | NBC | 103 | | 0:15 | |
| **Bissell Carpet Sweeper Co.** | | | | | | |
| Home | 28,734 | NBC | 59 | 61 | d0:03¾ | d0:03¾ |
| Today | 14,581 | NBC | 55 | 61 | d0:11¼ | d0:03¾ |
| **Bloch Bros. Tobacco Co.** | | | | | | |
| Tonight | 11,306 | NBC | 43 | | 0:11¼ | |
| **Bon-Ami Co.** | | | | | | |
| Afternoon Film Festival | | ABC | | 63 | | d0:15 |
| Good Morning | | CBS | | 56 | | d0:10 |
| Matinee | | NBC | | n | | d0:10 |
| **Borden Co.** | | | | | | |
| Date With Life | 148,755 | NBC | 51 | | d0:45 | |
| People's Choice | 161,049 | NBC | 83 | 82 | 0:30 | 0:15 |
| Queen For A Day | | NBC | | 59 | | d0:30 |
| **John H. Breck Inc.** | | | | | | |
| Matinee | | NBC | | 143 | | d0:10 |
| **Brillo Mfg. Co.** | | | | | | |
| So You Want To Lead A Band | 108,030 | ABC | 44 | | 0:30 | |
| It Could Be You | | NBC | | 63 | | d0:15 |
| Matinee Theatre | | NBC | | 56 | | d0:10 |
| **Bristol-Myers Co.** | | | | | | |
| Arthur Godfrey Time | 93,776 | CBS | 52 | 95 | d0:30 | d0:30 |
| Four Star Playhouse | 87,090 | CBS | 99 | | 0:15 | |
| Mickey Mouse Club | 59,030 | ABC | 86 | 94 | d0:15 | d0:30 |
| Garry Moore Show | 50,385 | CBS | 67 | 76 | d0:15 | d0:07½ |
| Alfred Hitchcock Presents | 215,100 | CBS | 102 | 125 | 0:30 | 0:30 |
| NCAA Football | | NBC | | 173 | | d0:30 |
| Playhouse 90 | | CBS | | 142 | | 0:15 |
| Arthur Godfrey Show | | CBS | | 173 | | 0:15 |
| **British-American Tobacco Co.** | | | | | | |
| The Line-Up | 105,402 | CBS | 163 | 177 | 0:15 | 0:15 |
| Robert Q. Lewis | 23,975 | CBS | 52 | | d0:07½ | |
| Steve Allen Show | | NBC | | 127 | | 0:20 |
| Queen For A Day | | NBC | | 55 | | d0:07½ |
| Tennessee Ernie Ford | | NBC | | 59 | | d0:07½ |
| Bob Crosby | | CBS | | 83 | | d0:07½ |
| **Brown Shoe Co.** | | | | | | |
| Captain Kangaroo | | CBS | | 56 | | d0:15 |
| **E. L. Bruce Co.** | | | | | | |
| Today | 22,020 | NBC | 49 | 61 | d0:12½ | d0:16¾ |
| **Bulova Watch Co.** | | | | | | |
| The Jackie Gleason Show | | CBS | | 149 | | 0:30 |
| **California Packing Corp.** | | | | | | |
| Home | 22,138 | NBC | 91 | 61 | d0:07½ | d0:09½ |
| Today | 19,863 | NBC | 62 | 61 | d0:06¼ | d0:05¾ |
| Tonight | 15,334 | NBC | 45 | | 0:07¼ | |
| **Caloric Stove Corp.** | | | | | | |
| Home | 20,400 | NBC | 63 | 61 | d0:07½ | d0:02¾ |
| **Camfield Mfg. Co.** | | | | | | |
| Tonight | 10,903 | NBC | 44 | | 0:05¾ | |
| **Campana Sales Co.** | | | | | | |
| Queen For A Day | | NBC | | 57 | | d0:07½ |
| **Campbell Soup Co.** | | | | | | |
| Lassie | 78,870 | CBS | 75 | 86 | 0:15 | 0:30 |
| Star Stage | 90,504 | NBC | 96 | | 0:15 | |
| Mickey Mouse Club | 85,305 | ABC | 86 | | d0:15 | |
| On Trial | | NBC | | 78 | | 0:15 |
| House Party | | CBS | | 98 | | d0:15 |
| Garry Moore Show | | CBS | | 95 | | d0:15 |
| **Carnation Co.** | | | | | | |
| Mickey Mouse Club | 59,030 | ABC | 86 | 94 | d0:15 | d0:15 |
| Burns & Allen | 155,256 | CBS | 149 | n | 0:15 | 0:15 |
| Bob Crosby | 32,160 | CBS | 107 | | d0:07½ | |
| **Carter Products** | | | | | | |
| Famous Film Festival | 15,000 | ABC | 56 | | 0:03¾ | |
| Meet Millie | 85,140 | CBS | 101 | | 0:15 | |
| **Chesebrough-Ponds Inc.** | | | | | | |
| Star Stage | 84,006 | NBC | 73 | | 0:15 | |
| Conflict | | ABC | | 114 | | 0:30 |
| Adventures of Jim Bowie | | ABC | | 118 | | 0:15 |
| **Chrysler Corp.** | | | | | | |
| Climax-Shower of Stars | 327,640 | CBS | 131 | 176 | 1:00 | 1:00 |
| Famous Film Festival | 7,500 | ABC | 55 | | 0:02 | |
| It's A Great Life | 229,863 | NBC | 140 | | 0:30 | |
| You Bet Your Life | 218,400 | NBC | 153 | 157 | 0:30 | 0:30 |
| Break The Bank | 221,392 | ABC | 176 | | 0:30 | |
| Lawrence Welk | 306,404 | ABC | 143 | 194 | 1:00 | 1:00 |
| Make Room For Daddy | 76,329 | ABC | 112 | | 0:15 | |
| News Caravan | 242,000 | NBC | 82 | | 0:30 | |
| Top Tunes & New Faces | | ABC | | 117 | | 1:00 |
| **Chemstrand Corp.** | | | | | | |
| High Finance | | CBS | | 81 | | 0:30 |
| **Chicken of the Sea, Inc.** | | | | | | |
| Queen For A Day | | NBC | | 58 | | d0:07½ |

* Where advertisers bought or are buying participations, hours per week represents the average based on total sponsorship in October. Same applies for once-a-month specials or spectaculars.
Symbols: n—incomplete lineups; v—various stations; d—daytime.

| Advertiser / Program | Gross Time Charges Oct. '55 | Net-work | Stations Oct. 1955 | Stations Oct. 1956 | Average Hours For Week 1955 | Average Hours For Week 1956 |
|---|---|---|---|---|---|---|
| **Chun King Sales Inc.** | | | | | | |
| Garry Moore | 26,550 | CBS | 68 | | d0:07½ | |
| **Chunky Chocolate Corp.** | | | | | | |
| Super Circus | 41,198 | ABC | 36 | | d0:15 | |
| **Ciba Pharmaceutical Products Inc.** | | | | | | |
| Medical Horizons | 101,370 | ABC | 39 | 67 | 0:30 | d0:30 |
| **Cluett, Peabody & Co.** | | | | | | |
| Home | 19,160 | NBC | 50 | | d0:07½ | |
| **Coats & Clark's Sales Corp.** | | | | | | |
| Afternoon Film Festival | | ABC | | 63 | | d0:22½ |
| **Coca-Cola Co.** | | | | | | |
| Mickey Mouse Club | 111,282 | ABC | 86 | 94 | d0:30 | d0:15 |
| Coke Time | 250,784 | NBC | 102 | 107 | 0:30 | 0:30 |
| **Colgate-Palmolive Co.** | | | | | | |
| Howdy Doody | 53,033 | NBC | 75 | | d0:15 | |
| Feather Your Nest | 113,352 | NBC | 94 | | d0:37½ | |
| Adventures of Champion | 47,970 | CBS | 115 | | 0:30 | |
| Strike It Rich | 425,679 | CBS | 95 | 128 | d2 30 | d2:30 |
| Strike It Rich | 148,860 | CBS | 127 | | 0:30 | |
| Variety Hour | 367,070 | NBC | 139 | | 1:00 | |
| Modern Romances | 121,991 | NBC | 104 | | d0:27½ | |
| The Big Payoff | 273,693 | CBS | 98 | 122 | d1:30 | d1:30 |
| My Friend Flicka | | CBS | | 102 | | 0:30 |
| Mighty Mouse Playhouse | | CBS | | 86 | | d0:15 |
| Millionaire | | CBS | | 147 | | 0:30 |
| Bob Cummings Show | | CBS | | 136 | | 0:15 |
| Crusader | | CBS | | 136 | | 0:15 |
| **Columbia Broadcasting System Inc.** | | | | | | |
| Garry Moore | 28,810 | CBS | 80 | 100 | d0:07½ | d0:07½ |
| Godfrey & Friends | 101,136 | CBS | 155 | | 0:15 | |
| **Continental Baking Co.** | | | | | | |
| Howdy Doody | 84,120 | NBC | 55 | | d0:30 | |
| **Converted Rice** | | | | | | |
| Garry Moore | 26,160 | CBS | 72 | | d0:07½ | |
| **Corn Products Refining Co.** | | | | | | |
| Arthur Godfrey Time | 36,285 | CBS | 54 | | d0:15 | |
| Robert Q. Lewis | 39,435 | CBS | 78 | | d0:15 | |
| Queen For A Day | | NBC | | 122 | | d0:15 |
| **Crowell-Collier Publishing Co.** | | | | | | |
| Today | 9,585 | NBC | 55 | | d0:03 | |
| **Culligan Inc.** | | | | | | |
| Home | 15,138 | NBC | 73 | | d0:05½ | |
| **Alberto Culver** | | | | | | |
| Modern Romances | | NBC | | 53 | | d0:07½ |
| It Could Be You | | NBC | | 63 | | d0:07½ |
| **Helene Curtis Industries** | | | | | | |
| Caesar's Hour | 102,611 | NBC | 95 | | 0:20 | |
| Queen For A Day | | NBC | | 55 | | d0:15 |
| What's My Line | | CBS | | 85 | | 0:15 |
| **Curtis Publishing Co.** | | | | | | |
| Home | 5,058 | NBC | 76 | | d0:02 | |
| **Daystrom Inc.** | | | | | | |
| Home | 23,544 | NBC | 58 | | d0:10 | |
| **Derby Foods Inc.** | | | | | | |
| Disneyland | | ABC | | 138 | | 0:30 |
| **Dormeyer Corp.** | | | | | | |
| Perry Como | 48,894 | NBC | 72 | | 0:10 | |
| **Dow Chemical Co.** | | | | | | |
| Home | 21,086 | NBC | 77 | | d0:07½ | |
| Arthur Godfrey Time | 53,080 | CBS | 59 | | d0:15 | |
| Medic | 102,723 | NBC | 116 | | 0:30 | |
| Football Scoreboard | 83,630 | NBC | 71 | 58 | d0:15 | d0:15 |
| Queen For A Day | | NBC | | 57 | | d0:07½ |
| **E. I. du Pont de Nemours & Co.** | | | | | | |
| Cavalcade Theatre | 101,436 | ABC | 63 | 87 | 0:30 | 0:30 |
| **Eastman Kodak** | | | | | | |
| Screen Directors' Playhouse | 163,350 | NBC | 67 | | 0:30 | |
| Adventures of Ozzie & Harriet | | ABC | | 111 | | 0:30 |
| **Edison Electric Institute** | | | | | | |
| Today | | NBC | | 61 | | d0:18¾ |
| Home | | NBC | | 61 | | d0:16¾ |
| **Electric Cos. of America** | | | | | | |
| You Are There | 83,916 | CBS | 107 | | 0:15 | |
| **Elgin National Watch Co.** | | | | | | |
| Person To Person | 79,260 | CBS | 94 | | 0:15 | |
| **Emerson Drug Co.** | | | | | | |
| Chance of A Lifetime | 50,318 | ABC | 46 | | 0:15 | |
| Masquerade Party | | ABC | | 68 | | 0:15 |
| **Exquisite Form Brassiere Inc.** | | | | | | |
| Afternoon Film Festival | | ABC | | 63 | | d0:22½ |
| **Falstaff Brewing Corp** | | | | | | |
| Football | 37,894 | ABC | 26 | | d1:00 | |
| Football | | CBS | | v | | d0:30* |
| **Firestone Tire & Rubber Co.** | | | | | | |
| Home | 5,750 | NBC | 87 | 61 | d0:02 | d0:09½ |
| Voice of Firestone | 154,020 | ABC | 87 | 90 | 0:30 | 0:30 |
| **Ford Motor Co.** | | | | | | |
| Star Jubilee | 138,757 | CBS | 169 | 178 | 0:22½ | 0:22½ |
| Ford Theatre | 215,172 | NBC | 147 | | 0:30 | |
| Producer's Showcase | 58,400 | NBC | 77 | | 0:11 | |
| Ed Sullivan Show | 466,425 | CBS | 172 | 195 | 1:00 | 1:00 |
| Ford Theatre | | ABC | | 112 | | 0:30 |
| Tennessee Ernie Ford Show | | NBC | | 156 | | 0:30 |
| **General Cigar Co.** | | | | | | |
| NCAA Football | 134,412 | NBC | 128 | | d0:30 | |
| National Bowling Champions | | NBC | | 42 | | 0:30 |
| **General Electric Co.** | | | | | | |
| 20th Century-Fox Hour | 149,805 | CBS | 109 | 149 | 0:30 | 0:15 |
| G. E. Theatre | 252,825 | CBS | 148 | 150 | 0:30 | 0:30 |
| Medic | 91,311 | NBC | 77 | | 0:15 | |
| Warner Bros. Presents | 76,254 | ABC | 108 | | 0:15 | |
| Adventures of Ozzie & Harriet | 85,808 | ABC | 57 | | 0:22½ | |
| Today | 4,918 | NBC | 58 | | d0:01½ | |
| Broken Arrow | | ABC | | 119 | | 0:30 |
| Cheyenne | | ABC | | 114 | | 0:30 |
| **General Foods Corp.** | | | | | | |
| Roy Rogers Show | 282,525 | NBC | 162 | | 0:30 | |
| Johnny Carson Show | 163,440 | CBS | 75 | | 0:15 | |
| M-G-M Parade | 67,232 | ABC | 98 | | 0:15 | |
| Mama | 138,294 | CBS | 74 | | 0:30 | |
| December Bride | 241,200 | CBS | 177 | 191 | 0:30 | 0:30 |
| Home | 26,388 | NBC | 60 | | d0:11¼ | |
| Fury | 107,025 | NBC | 71 | | d0:30 | |
| I Love Lucy | 140,790 | CBS | 154 | 162 | 0:15 | 0:15 |
| Our Miss Brooks | 153,274 | CBS | 95 | | 0:30 | |
| Tales of the 77th Bengal Lancers | | NBC | | 124 | | 0:30 |
| Adventures of Hiram Holiday | | NBC | | 103 | | 0:30 |
| Queen For A Day | | NBC | | 55 | | d0:07½ |
| West Point | | CBS | | 126 | | 0:30 |
| Arthur Godfrey Time | | CBS | | 65 | | d0:15 |
| Zane Grey Theatre | | CBS | | 110 | | 0:30 |
| Mighty Mouse Playhouse | | CBS | | 83 | | d0:15 |
| **General Mills** | | | | | | |
| Burns & Allen | 100,212 | CBS | 112 | | 0:15 | |
| Mickey Mouse Club | 287,772 | ABC | 86 | 94 | d0:45 | d1:00 |

* Time segment is an arbitrary figure because of complexity of regional hookups.

## COLORCASTING®

### Advance Schedule Of Network Color Shows

**(All times EDT)**

### CBS-TV

**Oct. 9** (9:30-10 p.m.) *Red Skelton Show*, Pet Milk through Gardner & S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks (also Oct. 16, 23).

**Oct. 10** (8-9 p.m.) *Arthur Godfrey Show*, participating sponsors (also Oct. 17, 31).

**Oct. 12** (3:30-4 p.m.) *Bob Crosby Show*, participating sponsors (also Oct. 19, 26).

**Oct. 14** (1-1:30 p.m.) *Heckle & Jeckle Show*, sustaining (also Oct. 21, 28).

**Oct. 15** (10-11 p.m.) *Studio One*, Westinghouse Electric Co. through McCann-Erickson.

**Oct. 22** (3-3:30 p.m.) *The Big Payoff*, Colgate-Palmolive Co. through William Esty (also Oct. 23-26).

### NBC-TV

**Oct. 8** (9:30-10:30 p.m.) *Robert Montgomery Presents*, Schick through Warwick & Legler and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Oct. 22, 29).

**Oct. 9** (7:30-7:45 p.m.) *Jonathan Winters Show*, Lewis Howe Co. through Dancer - Fitzgerald - Sample and Vicks Chemical Co. through BBDO (also Oct. 16, 23, 30).

**Oct. 9** (8:30-9 p.m.) *Noah's Ark*, Liggett & Myers through McCann-Erickson and Max Factor Co. through Doyle Dane Bernback (also Oct. 23, 30).

**Oct. 10** (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods, through J. Walter Thompson Co. (also Oct. 17, 24, 31).

**Oct. 11** (10-11 p.m.) *Lux Video Theatre*, Lever Bros. Co. through J. Walter Thompson Co. (also Oct. 18, 25).

**Oct. 12** (8:30-9 p.m.) *Walter Winchell Show*, Toni through North Adv. and R. J. Reynolds Co. through Wm. Esty on alternating weeks (also Oct. 19, 26).

**Oct. 13** (10-11 p.m.) *Perry Como Show*, participating sponsors (also Oct. 20, 27).

**Oct. 14** (9-9:55 p.m.) *Alcoa Hour*, Aluminum Co. of America through Fuller & Smith & Ross.

**Oct. 15** (8-9:25 p.m.) *Producers' Showcase*, "The Letter," RCA and Whirlpool through Kenyon & Eckhardt, Al Paul Lefton and Grey.

**Oct. 15-19** (3-4 p.m.) *Matinee*, participating sponsors (also Oct. 22-26, 29-31).

**Oct. 27** (9-10:30 p.m.) *The Saturday Spectacular*, "Manhattan Towers," Oldsmobile through D. P. Brother and RCA and Whirlpool through Kenyon & Eckhardt.

**Oct. 28** (7:30-9 p.m.) *Hallmark Hall of Fame*, "Born Yesterday," Hallmark Cards through Foote, Cone & Belding.

**Oct. 28** (9-10 p.m.) *Goodyear Playhouse*, Goodyear Tire & Rubber Co. through Young & Rubicam.

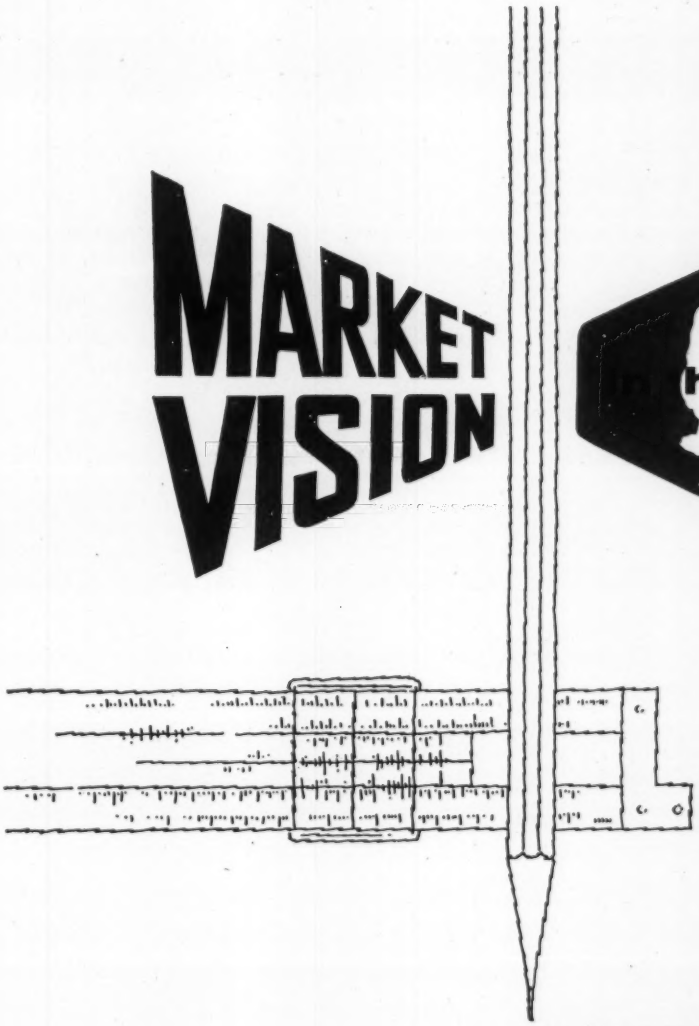
**[Note: This schedule will be corrected to press time of each issue of B•T]**

# HOW ADVERTISER SPENDING COMPARES ON THE TV NETWORKS: 1956 VS. 1955

| Advertiser / Program | Gross Time Charges Oct. '55 | Network | Stations Oct. 1955 | Stations Oct. 1956 | Average Hours For Week 1955 | Average Hours For Week 1956 |
|---|---|---|---|---|---|---|
| **General Mills** (Cont'd) | | | | | | |
| Tales of The Texas Rangers | 101,512 | CBS | 59 | 70 | d0:30 | d0:15 |
| Lone Ranger | 62,915 | ABC | 75 | 75 | 0:15 | 0:15 |
| Lone Ranger | 83,565 | CBS | 47 | 59 | d0:30 | d0:15 |
| Bob Crosby Show | 119,532 | CBS | 87 | 91 | d0:45 | d0:30 |
| Garry Moore Show | 37,050 | CBS | 70 | 87 | d0:15 | d0:07½ |
| Valiant Lady | 131,386 | CBS | 99 | 102 | d0:45 | d0:30 |
| Wyatt Earp | 57,192 | ABC | 60 | 79 | 0:15 | 0:15 |
| Barker Bill's Cartoons | 56,342 | CBS | 80 | | d0:30 | |
| **General Motors** | | | | | | |
| My Favorite Husband | 156,576 | CBS | 119 | | 0:30 | |
| Arthur Godfrey Time | 101,560 | CBS | 62 | | d0:30 | |
| Big Town | 58,280 | NBC | 87 | | 0:15 | |
| Wide Wide World | 197,681 | NBC | 98 | 146 | d0:45 | d0:45 |
| Honeymooners | 286,005 | CBS | 172 | | 0:30 | |
| Today | 10,841 | NBC | 75 | | d0:02 | |
| Crossroads | 150,096 | CBS | 122 | | 0:30 | |
| Chevy Show—Starring Dinah Shore | 204,680 | NBC | 176 | 165 | 0:30 | 0:15 |
| Dinah Shore Show | 248,208 | NBC | 101 | 98 | 0:30 | 0:15 |
| Max Liebman Presents | 125,287 | NBC | 109 | | 0:22½ | |
| Home | 9,914 | NBC | 54 | | d0:03¼ | |
| Today | 12,183 | NBC | 44 | | d0:05½ | |
| Tonight | 13,325 | NBC | 53 | | 0:05 | |
| Playwrights' '56 | 161,220 | NBC | 97 | | 0:30 | |
| Crossroads | | ABC | | 151 | | 0:30 |
| Producers' Showcase | | NBC | | 95 | | 0:06 |
| Chevy Show—Starring Bob Hope | | NBC | | 160 | | 0:15 |
| Saturday Night Spectaculars | | NBC | | 128 | | 0:11¼ |
| Do You Trust Your Wife? | | CBS | | 137 | | 0:15 |
| Garry Moore Show | | CBS | | 98 | | d0:15 |
| **General Time Corp.** | | | | | | |
| Tonight | 17,234 | NBC | 44 | | 0:07½ | |
| Today | | NBC | | 61 | | d0:09½ |
| **Gerber Products Co.** | | | | | | |
| Bob Crosby Show | 27,320 | CBS | 68 | 73 | d0:07½ | d0:15 |
| Ding Dong School | 70,345 | NBC | 82 | | d0:15 | |
| **Gillette Co.** | | | | | | |
| People Are Funny | 209,838 | NBC | 140 | 162 | 0:30 | 0:15 |
| Perry Como Show | 24,525 | NBC | 84 | | 0:10 | |
| Famous Film Festival | 75,000 | ABC | 56 | | 0:26¼ | |
| Cavalcade of Sports | 301,008 | NBC | 154 | 171 | 0:45 | 0:45 |
| Arthur Godfrey's Talent Scouts | 142,998 | CBS | 127 | 162 | 0:15 | 0:15 |
| Pinky Lee Show | 5,773 | NBC | 40 | | d0:01¼ | |
| Valiant Lady | 46,499 | CBS | 69 | 79 | d0:30 | d0:15 |
| Godfrey & Friends | 102,324 | CBS | 152 | 170 | 0:15 | 0:15 |
| Bob Crosby Show | 44,880 | CBS | 67 | 80 | d0:15 | d0:15 |
| Garry Moore Show | 21,290 | CBS | 68 | 76 | d0:07½ | d0:15 |
| Walter Winchell Show | | NBC | | 115 | | 0:15 |
| **Glass Container Mfrs. Institute** | | | | | | |
| Home | 36,864 | NBC | 52 | | d0:15 | |
| **The Glidden Co.** | | | | | | |
| Home | 5,242 | NBC | 75 | | d0:02 | |
| Today | 11,325 | NBC | 84 | | d0:03¼ | |
| **Gold Seal Co.** | | | | | | |
| Perry Como Show | 50,400 | NBC | 78 | 86 | 0:10 | 0:10 |
| **B. F. Goodrich Co.** | | | | | | |
| Burns & Allen | 7,713 | CBS | 24 | 139 | 0:15 | 0:15 |
| **Goodyear Tire & Rubber Co.** | | | | | | |
| Goodyear Playhouse | 175,300 | NBC | 128 | 112 | 0:30 | 0:30 |
| **Grove Labs Inc.** | | | | | | |
| Today | 42,041 | NBC | 42 | | d0:17¼ | |
| **Gruen Watch Co.** | | | | | | |
| Home | 9,656 | NBC | 51 | | d0:03¾ | |
| **Gulf Oil Corp.** | | | | | | |
| Life of Riley | 160,020 | NBC | 116 | 115 | 0:30 | 0:30 |
| NCAA Football | 59,126 | NBC | 43 | | d0:30 | |
| **Hagan Corp.** | | | | | | |
| Today | 19,923 | NBC | 77 | | d0:06¼ | |
| **Hallmark Cards Inc.** | | | | | | |
| Maurice Evans Presents | 88,818 | NBC | 107 | 115 | d0:22½ | 0:22½ |
| **Theodore Hamm Brewing Co.** | | | | | | |
| Person To Person | 25,020 | CBS | 31 | 47 | 0:15 | 0:15 |
| **John Hancock Life Insurance Co.** | | | | | | |
| Producer's Showcase | | NBC | | 95 | | 0:06 |
| **Chr. Hansen's Labs** | | | | | | |
| Captain Kangaroo | | CBS | | 26 | | d0:10 |
| **Hartz Mountain Products** | | | | | | |
| Capt. Hartz & His Pets | 25,750 | NBC | 20 | | d0:15 | |
| Captain Kangaroo | | CBS | | 55 | | d0:15 |
| **Hawaiian Pineapple Co.** | | | | | | |
| Art Linkletter's Houseparty | 49,420 | CBS | 60 | | d0:15 | |
| **The Hearst Corp.** | | | | | | |
| Home | 14,268 | NBC | 50 | | d0:05½ | |
| Today | 20,107 | NBC | 55 | | d0:06¼ | |
| Tonight | 10,833 | NBC | 44 | | 0:05½ | |
| **H. J. Heinz Co.** | | | | | | |
| Capt. Gallant of the Foreign Legion | 174,570 | NBC | 55 | | d0:30 | |
| Home | 18,994 | NBC | 60 | | d0:07½ | |
| **The Hoover Co.** | | | | | | |
| Famous Film Festival | 7,500 | ABC | 53 | | 0:02 | |
| **Ideal Toy Corp.** | | | | | | |
| Winky Dink & You | 63,535 | CBS | 62 | | d0:15 | |
| **International Cellucotton Products Co.** | | | | | | |
| Perry Como Show | 76,377 | NBC | 82 | 90 | 0:10 | 0:10 |
| **International Harvester Co.** | | | | | | |
| Halls of Ivy | 18,900 | CBS | 28 | | 0:15 | |
| **International Molded Products Inc** | | | | | | |
| Home | 9,491 | NBC | 50 | | d0:03¾ | |
| Today | 4,629 | NBC | 53 | | d0:03 | |
| **International Shoe Co.** | | | | | | |
| Pinky Lee Show | 28,364 | NBC | 87 | | d0:06 | |
| **Jerclaydon Inc.** | | | | | | |
| Tonight | 12,791 | NBC | 43 | | 0:07½ | |
| **The Andrew Jergens Co.** | | | | | | |
| First Love | 112,275 | NBC | 43 | | d0:45 | |
| Steve Allen Show | | NBC | | 127 | | 0:20 |
| **Johns-Manville Corp.** | | | | | | |
| Meet The Press | 75,330 | NBC | 31 | 37 | 0:15 | d0:15 |
| **Johnson & Johnson** | | | | | | |
| Adventures of Robin Hood | 79,272 | CBS | 82 | 159 | 0:15 | 0:15 |
| Famous Film Festival | 15,000 | ABC | 56 | | 0:03¾ | |
| Home | 59,359 | NBC | 52 | | d0:24½ | |
| **S. C. Johnson & Son** | | | | | | |
| Robert Montgomery Presents | 235,305 | NBC | 99 | 101 | 0:30 | 0:30 |
| Red Skelton Show | 78,900 | CBS | 74 | 90 | 0:15 | 0:15 |
| Mickey Mouse Club | 57,250 | ABC | 86 | | d0:15 | |
| **Kaiser Aluminum Co.** | | | | | | |
| Kaiser Aluminum Hour | | NBC | | 96 | | 0:30 |
| **Kellogg Co.** | | | | | | |
| Lassie | 123,000 | CBS | 77 | | 0:15 | |
| Arthur Godfrey Time | 71,380 | CBS | 61 | 76 | d0:30 | d0:30 |
| Art Linkletter's Houseparty | 74,180 | CBS | 65 | 86 | d0:30 | d0:30 |
| Garry Moore Show | 34,164 | CBS | 60 | | d0:15 | |
| Wild Bill Hickock | 103,717 | CBS | 79 | 109 | d0:30 | d0:30 |
| Arthur Godfrey Show | | CBS | | n | | 0:15 |
| **Kimberly-Clark Corp.** | | | | | | |
| Danny Thomas Show | | ABC | | 72 | | 0:15 |
| **Knomark Mfg. Co.** | | | | | | |
| Masquerade Party | 68,489 | ABC | 93 | | d0:15 | |
| Caesar's Hour | | NBC | | 150 | | 0:10 |
| **Lanolin Plus Inc.** | | | | | | |
| Robert Q. Lewis | 69,165 | CBS | 81 | | d0:15 | |
| Home | 23,968 | NBC | 97 | | d0:07½ | |
| Name That Tune | | CBS | | 136 | | 0:15 |
| **Larsen Co.** | | | | | | |
| Bob Crosby Show | 27,460 | CBS | 72 | | d0:07½ | |
| **Lee Ltd.** | | | | | | |
| Tonight | 13,250 | NBC | 38 | | d0:07½ | |
| **Lehn & Fink Products Corp.** | | | | | | |
| Sunday Lucy Show | 181,005 | CBS | 78 | | 0:30 | |
| Queen For A Day | | NBC | | 96 | | d0:07½ |
| It Could Be You | | NBC | | 63 | | d0:07½ |
| **Lemon Products Advisory Board** | | | | | | |
| Home | 19,380 | NBC | 52 | | d0:07½ | |
| Today | 10,128 | NBC | 56 | | d0:03 | |
| Tonight | 6,007 | NBC | 35 | | 0:03¾ | |
| **Lettuce Inc.** | | | | | | |
| Mickey Mouse Club | 28,655 | ABC | 86 | | d0:07½ | |
| **Lever Bros.** | | | | | | |
| Uncle Johnny Coons | 65,250 | CBS | 39 | | d0:30 | |
| Godfrey's Talent Scouts | 74,040 | CBS | 63 | 95 | 0:15 | 0:15 |
| Lux Video Theatre | 322,300 | NBC | 104 | 129 | 1:00 | 1:00 |
| Arthur Godfrey Time | 83,561 | CBS | 57 | | d0:30 | |
| Adventures of Sir Lancelot | | NBC | | 126 | | 0:15 |
| On Trial | | NBC | | 78 | | 0:15 |
| Garry Moore Show | | CBS | | 76 | | d0:30 |
| Houseparty | | CBS | | 94 | | d0:45 |
| Afternoon Film Festival | | ABC | | 63 | | d0:22½ |
| **Lewis-Howe Co.** | | | | | | |
| Famous Film Festival | 15,000 | ABC | 56 | | 0:03¾ | |
| Jonathan Winters Show | | NBC | | 110 | | 0:07½ |
| **Life Insurance Co. of America** | | | | | | |
| Today | | NBC | | 61 | | d0:26¼ |
| **Liggett & Myers Tobacco Co.** | | | | | | |
| Dragnet | 217,914 | NBC | 143 | 169 | 0:30 | 0:30 |
| Warner Bros. Presents | 154,188 | ABC | 109 | | 0:30 | |
| Gunsmoke | 202,410 | CBS | 141 | 154 | 0:30 | 0:22½ |
| Matinee Theatre | 5,540 | NBC | 85 | | d0:02 | |
| Noah's Ark | | NBC | | 125 | | 0:30 |
| Regional Football | | NBC | | 76 | | d0:30 |
| Do You Trust Your Wife | | CBS | | 176 | | 0:15 |
| **Longines-Wittnauer Watch Co.** | | | | | | |
| Conquest | 36,200 | CBS | 43 | | d0:15 | |
| **P. Lorillard Co.** | | | | | | |
| Father Knows Best | 180,912 | CBS | 112 | | 0:15 | |
| Two For The Money | 148,755 | CBS | 132 | | 0:15 | |
| Truth Or Consequences | 160,296 | NBC | 85 | | 0:30 | |
| Walter Winchell Show | | NBC | | 115 | | 0:15 |
| The $64,000 Challenge | | CBS | | 122 | | 0:15 |
| Jackie Gleason Show | | CBS | | 149 | | 0:30 |
| **Manhattan Soap Co.** | | | | | | |
| Ding Dong School | 55,608 | NBC | 75 | | d0:15 | |
| **Mars Inc.** | | | | | | |
| Mickey Mouse Club | 59,030 | ABC | 86 | | d0:15 | |
| **C. H. Masland & Sons** | | | | | | |
| Garry Moore Show | 50,960 | CBS | 58 | | d0:15 | |
| **Mattel Inc.** | | | | | | |
| Mickey Mouse Club | 29,515 | ABC | 86 | 94 | d0:07½ | d0:07½ |
| **Maybelline Co.** | | | | | | |
| Color Spread | 25,663 | NBC | 102 | | 0:03¼ | |
| See It Now | 26,698 | CBS | 114 | | 0:05 | |
| **Maytag Co.** | | | | | | |
| Navy Log | 180,630 | CBS | 111 | 113 | 0:15 | 0:15 |
| **McGraw Electric Co.** | | | | | | |
| Famous Film Festival | 22,500 | ABC | 56 | | 0:05½ | |
| Today | | NBC | | 61 | | d0:03¾ |
| Home | | NBC | | 61 | | d0:05¾ |
| Tonight | | NBC | | 59 | | 0:03¾ |
| **The Mennen Co.** | | | | | | |
| Ding Dong School | 54,580 | NBC | 72 | | d0:15 | |
| Fights | 89,904 | ABC | 101 | 104 | 0:22½ | 0:22½ |
| High Finance | | CBS | | 61 | | 0:22½ |
| **Miles Labs** | | | | | | |
| John Daly, News | 74,160 | ABC | 22 | 54 | 0:45 | 0:30 |
| Garry Moore Show | 41,325 | CBS | 71 | | d0:15 | |
| Bob Crosby Show | 40,275 | CBS | 70 | | d0:15 | |

• Where advertisers bought or are buying participations, hours per week represents the average based on total sponsorship in October. Same applies for once-a-month specials or spectaculars.
Symbols: n—incomplete lineups; v—various stations; d—daytime.

# MARKET VISION



## well-calculated to increase southeastern sales

Today in the Carolinas a massive television market is alive and throbbing with the progress of active people.

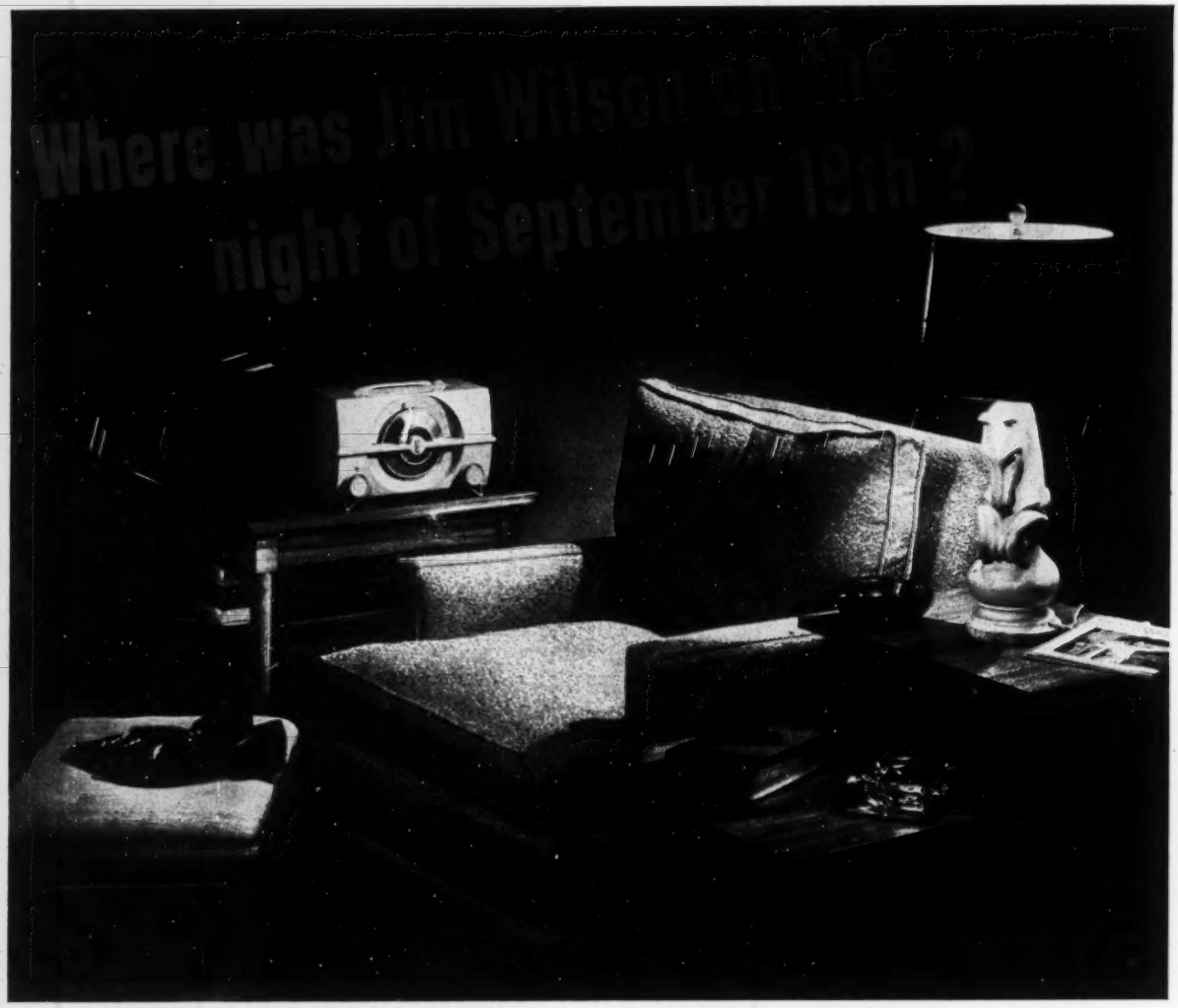
Nerve center of this Southern industrial-distribution crossroad is Television Station WBTV, Charlotte. From the beginning, WBTV vision spearheaded the development of this vital market.

Now! 1956 Sales Management Market Data reports the population in WBTV's 100 uv/m area to be 2,552,000. Retail sales are $2,085,430,000. Effective buying income $2,971,773,000.

Exercise your vision in the Carolinas and schedule increased sales for your product. Contact CBS Television Spot Sales or WBTV.

WBTV
CHARLOTTE
Channel 3 Top Power

JEFFERSON STANDARD BROADCASTING COMPANY
"VISION IN THE CAROLINAS"




Let's see . . . at 6:35 p.m. he was in Moscow for an inside report on the Kremlin . . . at 6:52 he was back in Dallas for a preview of the SMU-Notre Dame football game . . . at 8:00 he was in Marshall, Texas, for an eye-witness account of a raging fire . . . at 9:03 he was in Cairo for the latest word on political maneuverings in the Middle East . . . at 10:58 he was in Des Moines, Iowa, for highlights of a presidential campaign speech.

Odd chap, Jim Wilson?

Not at all. Like thousands of other North Texans that night, he was listening to WFAA news programs that take listeners *where* news is happening, *when* it is happening.

820
50,000 WATTS

**WFAA**

570
5,000 WATTS

**DALLAS**

NBC • ABC • TQN

Edward Petry & Co., Inc., Representatives

**WFAA Has the Most Extensive News Coverage of Any North Texas Station**

- Its stringer network links 37 North Texas news correspondents in the most comprehensive system of regional news reporting ever used.
- The WFAA Mobile Broadcasting Unit gives direct coverage to every important local news event with live broadcasts, interviews, music pick-ups and tape recordings — even walkie-talkie reports.
- Live network and wire service (AP and UP) bring news of the nation and the world.

No wonder WFAA leads all other stations in North Texas in urban, village and farm listeners, morning, noon and night.*

If you'd like this audience for your customers . . . ask your Petry man for details.

**Whan Study, A. C. Nielsen, N.S.I.*

# HOW ADVERTISER SPENDING COMPARES ON THE TV NETWORKS: 1956 VS. 1955

| Advertiser / Program | Gross Time Charges Oct. '55 | Network | Stations Oct. 1955 | Stations Oct. 1956 | Average Hours For Week 1955 | Average Hours For Week 1956 |
|---|---|---|---|---|---|---|
| **Miles Labs (cont'd)** | | | | | | |
| Tennessee Ernie Ford | 31,040 | NBC | 56 | 61 | d0:15 | d0:15 |
| World of Mr. Sweeney | 33,050 | NBC | 53 | | d0:15 | |
| Ding Dong School | 33,280 | NBC | 60 | | d0:15 | |
| Mickey Mouse Club | | ABC | | 94 | | d0:07½ |
| Queen For A Day | | NBC | | 62 | | d0:15 |
| News Caravan | | NBC | | 85 | | 0:22½ |
| **Miller Brewing Co.** | | | | | | |
| Tonight | | NBC | | 59 | | 0:15 |
| **Minneapolis Honeywell Regulator Co.** | | | | | | |
| Regional Collegiate Football (East) | | NBC | | 26 | | d0:30 |
| **Minnesota Mining & Mfg. Co.** | | | | | | |
| Arthur Godfrey Time | 57,875 | CBS | 49 | | d0:15 | |
| Mickey Mouse Club | | ABC | | 94 | | d0:07½ |
| Today | | NBC | | 61 | | d0:15 |
| Home | | NBC | | 61 | | d0:03¾ |
| Tonight | | NBC | | 59 | | 0:02¾ |
| **Minute Maid Corp.** | | | | | | |
| Tennessee Ernie Ford Show | | NBC | | 59 | | d0:07½ |
| **Mobile Homes Mfrs. Assn.** | | | | | | |
| Today | 9,195 | NBC | 56 | 61 | d0:03¼ | d0:09½ |
| Tonight | 7,751 | NBC | 45 | | 0:03¾ | |
| **Monsanto Chemical Co.** | | | | | | |
| Warner Bros. Presents | 36,057 | ABC | 108 | | 0:15 | |
| **Jules Montenier Inc.** | | | | | | |
| What's My Line | 78,294 | CBS | 68 | | 0:15 | |
| **Morton Salt Co.** | | | | | | |
| Mickey Mouse Club | 29,765 | ABC | 86 | | d0:07½ | |
| **Mutual Benefit Health & Accident Assn.** | | | | | | |
| Zoo Parade | 21,512 | NBC | 58 | 96 | d0:15 | d0:30 |
| **National Biscuit Co.** | | | | | | |
| Tennessee Ernie Ford | 17,190 | NBC | 47 | | d0:07½ | |
| World of Mr. Sweeney | 17,617 | NBC | 47 | | d0:07½ | |
| Rin-Tin-Tin | 110,844 | ABC | 63 | 112 | 0:30 | 0:30 |
| Halls of Ivy | 19,170 | CBS | 29 | | 0:15 | |
| **National Carbon Co.** | | | | | | |
| News Caravan | | NBC | | 88 | | 0:30 |
| **National Dairy Products** | | | | | | |
| Kraft Television Theatre | 305,000 | NBC | 95 | 87 | 1:00 | 1:00 |
| The Big Top | 156,950 | CBS | 75 | 83 | d1:00 | d1:00 |
| **National Presto Industries Inc.** | | | | | | |
| Famous Film Festival | 45,000 | ABC | 56 | | 0:11¼ | |
| **Necchi Sewing Machine Sales Corp.** | | | | | | |
| Stop The Music | 35,661 | ABC | 78 | | 0:15 | |
| **The Nestle Co.** | | | | | | |
| Stage Show | 226,761 | CBS | 110 | | 0:30 | |
| Lone Ranger | | CBS | | 59 | | d0:15 |
| The Gale Storm Show | | CBS | | 100 | | 0:30 |
| **Niagara Mfg. & Distributing Corp.** | | | | | | |
| Home | | NBC | | 61 | | d0:05¾ |
| **North American Phillips Co.** | | | | | | |
| Project "20" | | NBC | | n | | 0:15 |
| **Norwich Pharmacal Co.** | | | | | | |
| Sunday News Special | 47,855 | CBS | 43 | | 0:15 | |
| Arthur Godfrey Show | | CBS | | 103 | | d0:15 |
| **Noxzema Chemical Co.** | | | | | | |
| Perry Como Show | 76,149 | NBC | 79 | 86 | 0:05 | 0:10 |
| **Old Welch Co.** | | | | | | |
| Mickey Mouse Club | 56,870 | ABC | 86 | | 0:15 | |
| It Could Be You | | NBC | | 63 | | d0:07½ |
| **Olin Mathieson Chemical Corp.** | | | | | | |
| Chance of A Lifetime | 75,206 | ABC | 44 | | 0:15 | |
| Tonight | 16,320 | NBC | 46 | | 0:07½ | |
| Masquerade Party | | ABC | | 86 | | 0:15 |
| **John Oster Mfg. Co.** | | | | | | |
| Today | 9,993 | NBC | 61 | | d0:03 | |
| **Outboard Marine & Mfg. Co.** | | | | | | |
| Tonight | 7,432 | NBC | 41 | 59 | 0:03¾ | 0:07½ |
| Today | 11,882 | NBC | 90 | 61 | d0:03 | d0:07½ |
| **Pabst Brewing Co.** | | | | | | |
| Fights | 91,612 | ABC | 101 | 104 | 0:22½ | 0:22½ |
| **Paramount Pictures Corp.** | | | | | | |
| Today | | NBC | | 61 | | d0:02¾ |
| Home | | NBC | | 61 | | d0:02¾ |
| **Parker Pen Co.** | | | | | | |
| Wyatt Earp | 60,312 | ABC | 62 | | 0:15 | |
| **Paulsboro Mfg. Co.** | | | | | | |
| Tonight | 7,563 | NBC | 44 | | 0:03¾ | |
| Queen For A Day | | NBC | | 57 | | d0:07½ |
| **Pellon Corp.** | | | | | | |
| Home | | NBC | | 61 | | d0:03¾ |
| **Pet Milk Co.** | | | | | | |
| Red Skelton Show | 83,730 | CBS | 90 | 119 | 0:15 | 0:15 |
| George Gobel Show | 105,726 | NBC | 137 | 169 | 0:15 | 0:15 |
| **Pharmaceuticals Inc.** | | | | | | |
| Amateur Hour | | ABC | | 133 | | 1:00 |
| The Herb Shriner Show | | CBS | | 141 | | 0:30 |
| Sunday News Special | | CBS | | 49 | | 0:15 |
| Twenty-One | | NBC | | 75 | | 0:30 |
| **Pharmaco Inc.** | | | | | | |
| Comedy Time | | NBC | | 57 | | d0:07½ |
| It Could Be You | | NBC | | 63 | | d0:07½ |
| **Philco Corp.** | | | | | | |
| Television Playhouse | 84,740 | NBC | 124 | | 0:30 | |
| **Philip Morris Inc.** | | | | | | |
| Famous Film Festival | 7,500 | ABC | 53 | | 0:02 | |
| Football | | CBS | | v | | d0:30* |
| **Pillsbury Mills Inc.** | | | | | | |
| Art Linkletter House Party | 192,513 | CBS | 96 | 105 | d0:30 | d0:30 |
| Godfrey & Friends | 90,915 | CBS | 101 | 111 | 0:15 | 0:15 |
| Arthur Godfrey Time | 176,737 | CBS | 89 | 100 | d0:30 | d0:30 |
| Mickey Mouse Club | | ABC | | 94 | | d0:07½ |
| **Polaroid Corp.** | | | | | | |
| Tonight | 11,437 | NBC | 45 | 59 | 0:05½ | 0:03¾ |
| **Polk Miller Products Corp.** | | | | | | |
| Today | 10,142 | NBC | 55 | | d0:03¼ | |
| **A. H. Pond & Co.** | | | | | | |
| Tonight | 15,264 | NBC | 45 | | 0:07½ | |
| **Procter & Gamble Co.** | | | | | | |
| This Is Your Life | 97,044 | NBC | 112 | 113 | 0:15 | 0:30 |
| I Love Lucy | 108,357 | CBS | 156 | 162 | 0:15 | 0:15 |
| Down You Go | 16,500 | ABC | 22 | | 0:15 | |
| The Line-Up | 97,305 | CBS | 132 | 145 | 0:30 | 0:15 |
| It's Always Jan | 192,324 | CBS | 129 | | 0:15 | |
| It Pays to be Married | 171,371 | NBC | 59 | | d1:15 | |
| Tennessee Ernie Ford | 196,486 | NBC | 64 | 103 | d1:15 | d1:15 |
| Fireside Theatre | 207,660 | NBC | 117 | 132 | 0:30 | 0:30 |
| The Guiding Light | 219,765 | CBS | 112 | 118 | d1:15 | d1:15 |
| The Brighter Day | 208,597 | CBS | 127 | 136 | d1:15 | d1:15 |
| Welcome Travelers—Love Story | 431,834 | CBS | 112 | | d2:30 | |
| Search For Tomorrow | 229,596 | CBS | 124 | 127 | d1:15 | d1:15 |
| Matinee | 9,390 | NBC | 50 | 58 | d0:02 | d0:10 |
| Loretta Young Show | 264,900 | NBC | 140 | 147 | 0:30 | 0:30 |
| On Your Account | 447,372 | CBS | 130 | | d2:30 | |
| Hey, Jeannie! | | CBS | | 136 | | 0:30 |
| Edge of Night | | CBS | | 136 | | d1:15 |
| Bob Crosby | | CBS | | 81 | | d0:15 |
| As The World Turns | | CBS | | 117 | | d2:30 |
| The Brothers | | CBS | | n | | 0:15 |
| Queen For A Day | | NBC | | 113 | | d1:15 |
| People's Choice | | NBC | | 82 | | 0:15 |
| Wyatt Earp | | ABC | | 79 | | 0:15 |
| **Prudential Insurance Co. of America** | | | | | | |
| Garry Moore | 28,610 | CBS | 81 | | d0:07½ | |
| You Are There | 142,899 | CBS | 124 | 162 | 0:15 | 0:30 |
| **Purex Corp. Ltd.** | | | | | | |
| Big Surprise | 83,244 | NBC | 72 | 83 | 0:15 | 0:15 |
| **Quality Goods Mfrs. Assn.** | | | | | | |
| Stop The Music | 50,821 | ABC | 61 | | 0:15 | |
| **Quaker Oats Co.** | | | | | | |
| Adventures of Ozzie & Harriet | 28,310 | ABC | 55 | | 0:03¾ | |
| Sgt. Preston of Yukon | 76,140 | CBS | 67 | 81 | d0:30 | 0:30 |
| Caesar's Hour | | NBC | | 150 | | 0:10 |
| **Radio Corp. of America** | | | | | | |
| Martha Raye-Milton Berle | 63,331 | NBC | 152 | | 0:20 | |
| Producer's Showcase | 58,772 | NBC | 78 | 94 | 0:05½ | 0:11¼ |
| Perry Como | | NBC | | 135 | | 0:10 |
| Saturday Night Spectacular | | NBC | | 128 | | 0:15 |
| Matinee | | NBC | | 56 | | d0:10 |
| **Ralston Purina Co.** | | | | | | |
| Ethel & Albert | 100,985 | ABC | 54 | | 0:30 | |
| Grand Ole Opry | 30,928 | ABC | 100 | | 0:15 | |
| Bold Journey | | ABC | | 60 | | 0:30 |
| **Reddi-Wip Co.** | | | | | | |
| Queen For A Day | | NBC | | 57 | | d0:07½ |
| **Revlon Products Corp.** | | | | | | |
| Appointment With Adventure | 47,400 | CBS | 107 | | 0:15 | |
| $64,000 Question | 213,228 | CBS | 158 | 196 | 0:15 | 0:30 |
| The Most Beautiful Girl In The World | | NBC | | 94 | | 0:30 |
| Big Story | | NBC | | 93 | | 0:15 |
| $64,000 Challenge | | CBS | | 122 | | 0:15 |
| **Reynolds Metals Co.** | | | | | | |
| Frontier | 171,825 | NBC | 73 | | 0:22½ | |
| Circus Boy | | NBC | | 96 | | 0:30 |
| **R. J. Reynolds Tobacco Co.** | | | | | | |
| Crusader | 186,729 | CBS | 127 | 126 | 0:30 | 0:15 |
| You'll Never Get Rich | 94,674 | CBS | 136 | 191 | 0:15 | 0:15 |
| News Caravan | 390,080 | NBC | 89 | | 0:45 | |
| I've Got A Secret | 156,084 | CBS | 159 | 184 | 0:30 | 0:30 |
| Bob Cummings Show | 179,190 | CBS | 114 | 124 | 0:30 | 0:15 |
| Feather Your Nest | 55,310 | NBC | 50 | | d0:15 | |
| People Are Funny | | NBC | | 162 | | 0:15 |
| Wire Service | | ABC | | 139 | | 0:30 |
| **Harold F. Ritchie Inc.** | | | | | | |
| Tonight | | NBC | | 59 | | 0:24½ |
| **Ronson Corp** | | | | | | |
| Doug Edwards, News | 167,280 | CBS | 70 | | 0:30 | |
| Playhouse 90 | | CBS | | 142 | | 0:30 |
| **Roto-Broil Corp.** | | | | | | |
| Home | 14,268 | NBC | 50 | | d0:05½ | |
| Today | 26,606 | NBC | 54 | | d0:09¼ | |
| Tonight | 18,093 | NBC | 41 | | 0:09¼ | |
| **S & H Green Stamps** | | | | | | |
| Perry Como | | NBC | | 95 | | 0:10 |
| **The S. O. S. Co.** | | | | | | |
| Bob Crosby | 26,340 | CBS | 67 | 77 | d0:07½ | d0:07½ |
| Garry Moore Show | 27,120 | CBS | 66 | 76 | d0:07½ | d0:07½ |
| Mickey Mouse Club | 29,515 | ABC | 86 | 94 | d0:07½ | d0:07½ |
| **Sawyer's Inc.** | | | | | | |
| Pinky Lee Show | 7,758 | NBC | 108 | | d0:01¼ | |
| **Schick Inc.** | | | | | | |
| NCAA Football | 134,412 | NBC | 128 | | d0:30 | |
| Robert Montgomery Presents | 165,350 | NBC | 99 | 101 | 0:30 | 0:30 |
| **Joseph Schlitz Brewing Co.** | | | | | | |
| Playhouse of Stars | 180,762 | CBS | 113 | 131 | 0:30 | 0:30 |
| **Scott Paper Co.** | | | | | | |
| Omnibus | 81,572 | CBS | 67 | | d0:22½ | |
| Bob Crosby Show | 102,885 | CBS | 53 | | d0:45 | |

* Time segment is an arbitrary figure because of complexity of regional hookups.

* Where advertisers bought or are buying participations, hours per week represents the average based on total sponsorship in October. Same applies for once-a-month specials or spectaculars.
Symbols: n—incomplete lineups; v—various stations; d—daytime.

# HOW ADVERTISER SPENDING COMPARES ON THE TV NETWORKS: 1956 VS. 1955

| Advertiser / Program | Gross Time Charges Oct. '55 | Network | Stations Oct. 1955 | Stations Oct. 1956 | Average Hours For Week 1955 | Average Hours For Week 1956 |
|---|---|---|---|---|---|---|
| **Scott Paper Co. (Cont'd)** | | | | | | |
| Garry Moore Show | 38,010 | CBS | 52 | | d0:15 | |
| Father Knows Best | 163,920 | NBC | 69 | 90 | 0:30 | 0:30 |
| Arthur Godfrey Time | | CBS | | 85 | | d0:15 |
| **Scoville Mfg. Co.** | | | | | | |
| Good Morning | | CBS | | 58 | | d0:05 |
| **Serutan Co.** | | | | | | |
| Meet Millie | 75,900 | CBS | 79 | | 0:15 | |
| Ted Mack Amateur Hour | 142,618 | ABC | 72 | | 0:30 | |
| Masquerade Party | 66,618 | ABC | 90 | | 0:15 | |
| Life Begins At 80 | 20,688 | ABC | 58 | | 0:30 | |
| **W. A. Sheaffer Pen Co.** | | | | | | |
| Penny To A Million | 24,981 | ABC | 50 | | 0:15 | |
| Two For The Money | 104,082 | CBS | 131 | | 0:15 | |
| The Brothers | | CBS | | n | | 0:15 |
| **Simoniz Co.** | | | | | | |
| Garry Moore Show | 40,590 | CBS | 67 | | d0:15 | |
| The Big Story | 93,732 | NBC | 91 | | 0:15 | |
| Bob Crosby Show | 40,860 | CBS | 74 | | d0:15 | |
| Houseparty | | CBS | | 101 | | d0:15 |
| Arthur Godfrey Time | | CBS | | 95 | | d0:15 |
| **Simplicity Pattern Co.** | | | | | | |
| Home | | NBC | | 61 | | d0:03¾ |
| **Singer Mfg. Co.** | | | | | | |
| Four Star Playhouse | 89,430 | CBS | 107 | | 0:15 | |
| Playhouse 90 | | CBS | | 142 | | 0:15 |
| **Speidel Corp.** | | | | | | |
| Big Surprise | 82,644 | NBC | 71 | 81 | 0:30 | 0:15 |
| **Sperry Rand Corp.** | | | | | | |
| What's My Line | 142,266 | CBS | 111 | 117 | 0:15 | 0:15 |
| Caesar's Hour | 102,611 | NBC | 95 | | 0:20 | |
| News Caravan | | NBC | | 88 | | 0:15 |
| **A. E. Staley Mfg. Co.** | | | | | | |
| Garry Moore Show | 25,720 | CBS | 60 | 75 | d0:07½ | d0:07½ |
| **Standard Brands Inc.** | | | | | | |
| Topper | 86,186 | ABC | 67 | | 0:15 | |
| Tennessee Ernie Ford | 102,791 | NBC | 73 | 92 | d0:30 | 0:30 |
| Howdy Doody | 27,072 | NBC | 71 | | d0:07½ | |
| Valiant Lady | | CBS | | 95 | | d0:15 |
| Arthur Godfrey Time | | CBS | | 118 | | d0:15 |
| **Standard Oil Co. of Indiana** | | | | | | |
| Person To Person | 35,778 | CBS | 51 | 60 | 0:15 | 0:15 |
| Football | | CBS | | v | | d0:30* |
| **State Farm Mutual Automobile Insurance Co.** | | | | | | |
| Red Barber Show | 66,616 | NBC | 83 | 99 | 0:15 | 0:15 |
| **Sterling Drug Inc.** | | | | | | |
| The Vise | 116,220 | ABC | 83 | 97 | 0:30 | 0:30 |
| Modern Romances | | NBC | | 69 | | d0:30 * |
| **Studebaker-Packard Corp.** | | | | | | |
| TV Reader's Digest | 155,059 | ABC | 76 | | 0:30 | |
| **Sunbeam Corp.** | | | | | | |
| Tonight | 15,975 | NBC | 45 | | 0:07½ | |
| Perry Como | | NBC | | 95 | | 0:10 |
| NCAA Football | | NBC | | 173 | | d0:30 |
| Regional Football | | NBC | | 76 | | d0:30 |
| **Sweets Co. of America Inc.** | | | | | | |
| Pinky Lee Show | 127,027 | NBC | 55 | | d0:12½ | |
| **Swift & Co.** | | | | | | |
| Disneyland | 107,091 | ABC | 132 | | 0:30 | |
| Swift's Show Wagon | 39,246 | NBC | 68 | | 0:30 | |
| Garry Moore Show | | CBS | | 102 | | d0:15 |
| **Tennessee Ernie Ford Show** | | NBC | | 80 | | d0:15 |
| **Sylvania Electric Products Inc.** | | | | | | |
| Beat The Clock | 199,950 | CBS | 88 | | 0:30 | |
| The Buccaneers | | CBS | | n | | 0:30 |
| Matinee Theatre | | NBC | | 56 | | d0:10 |
| **Time Inc.** | | | | | | |
| Person To Person | | CBS | | 96 | | 0:15 |
| News Caravan | | NBC | | 85 | | 0:07½ |
| Tonight | | NBC | | 59 | | 0:02¾ |
| **TV Time Foods Co.** | | | | | | |
| Mickey Mouse Club | 58,190 | ABC | 86 | | d0:15 | |
| **The Texas Co.** | | | | | | |
| Texaco Star Theatre | 188,928 | NBC | 100 | | 0:30 | |
| **U. S. Rubber Co.** | | | | | | |
| Color Spread | 53,618 | NBC | 116 | | 0:03¼ | |
| NCAA Football | | NBC | | 173 | | d0:30 |
| **U. S. Steel Corp.** | | | | | | |
| U. S. Steel Hour | 154,170 | CBS | 119 | 133 | 0:30 | 0:30 |
| **U. S. Time Corp.** | | | | | | |
| Pinky Lee Show | 31,374 | NBC | 50 | | d0:06¼ | |
| **Union Carbide & Carbon Corp.** | | | | | | |
| Godfrey & Friends | 98,910 | CBS | 112 | | 0:15 | |
| Omnibus | | ABC | | 84 | | 0:22½ |
| **Union Underwear Co.** | | | | | | |
| Afternoon Film Festival | | ABC | | 63 | | d0:30 |
| **The Upjohn Co.** | | | | | | |
| Home | 23,770 | NBC | 50 | | d0:09 | |
| **Vick Chemical Co.** | | | | | | |
| Mickey Mouse Club | 59,030 | ABC | 86 | | d0:15 | |
| **The Wander Co.** | | | | | | |
| Captain Midnight | 83,737 | CBS | 51 | | d0:30 | |
| **Warner-Lambert Pharmaceutical Co.** | | | | | | |
| Your Hit Parade | 109,836 | NBC | 151 | 177 | 0:15 | 0:15 |
| **Weather-Proof Co.** | | | | | | |
| Tonight | 7,278 | NBC | 43 | | 0:03¾ | |
| **Webster Chicago Corp.** | | | | | | |
| Tony Martin Show | 54,020 | NBC | 67 | | 0:07½ | |
| **Weco Products Co.** | | | | | | |
| Today | 36,255 | NBC | 54 | | d0:13 | |
| **Wesson Oil & Snowdrift Co.** | | | | | | |
| Valiant Lady | 65,135 | CBS | 98 | 106 | d0:15 | d0:15 |
| Bob Crosby | | CBS | | 100 | | d0:15 |
| **Western Union Telegraph Co** | | | | | | |
| Down You Go | 32,280 | ABC | 24 | | 0:15 | |
| **Westinghouse Electric Products** | | | | | | |
| Studio One | 416,380 | CBS | 126 | 128 | 1:00 | 1:00 |
| Pick the Winner | | CBS | | 114 | | 0:30 |
| **Whirlpool-Seeger Corp.** | | | | | | |
| Martha Raye-Milton Berle | 63,501 | NBC | 154 | | 0:20 | |
| **Wildroot Co.** | | | | | | |
| Adventures of Robin Hood | 128,880 | CBS | 96 | 160 | 0:15 | 0:15 |
| **Wine Corp. of America** | | | | | | |
| Dollar a Second | 137,708 | ABC | 131 | | 0:30 | |
| Treasure Hunt | | ABC | | 156 | | 0:30 |
| **J. A. Wright & Co.** | | | | | | |
| Home | 10,191 | NBC | 62 | 61 | d0:03¾ | d0:02¾ |
| Today | 21,904 | NBC | 87 | 61 | d0:06¼ | d0:07½ |
| **Yardley of London** | | | | | | |
| Garry Moore Show | 51,350 | CBS | 62 | 60 | d0:15 | d0:15 |
| **Zenith Radio Corp.** | | | | | | |
| NCAA Football | | NBC | | 173 | | d0:30 |

* Time segment is an arbitrary figure because of complexity of regional hookups.

* Where advertisers bought or are buying participations, hours per week represents the average based on total sponsorship in October. Same applies for once-a-month specials or spectaculars.
Symbols: n—incomplete lineups; v—various stations; d—daytime.

*Continued from page 29*

sales to only a small extent. Mostly, new stations are in smaller markets, the number is small, and there are offsetting suspensions.

New products launched with advertising continue to represent attractive business to stations. The flood is increasing. Station representatives smell out these new products early in the planning, and are credited with important assists in their marketing, with statistical help, layout of local conditions, and merchandising.

Industry figures tend to show the larger advertisers buying a larger proportion of national spot time, but the mathematics also show that in a bigger business, the smaller advertisers are also using more spot tv time in dollar appropriations.

Stations and station representatives now feel that they can make reasonable predictions on what spot tv will be in 1957. They believe that general business will be good. In this, they are in agreement with majority industrial and financial opinion.

They believe that advertising is destined for a continually larger place in the dynamics of prosperity. It will continue to stand high among growth industries and services, like life insurance, electrical utilities, etc.

They figure that national spot, radio and tv, as the two newest media, will grow faster than the average of all media.

On top of these basics, the record of sales results in national spot tv more than justifies advertisers' estimates of the power of the medium.

The figures for total national spot tv time sales are as follows:

1955—$222,400,000 (official FCC)
1956—$275,000,000 (SRA estimate)
1957—$315,000,000 (preliminary SRA estimate)

In a growing, somewhat unpredictable business, estimates should be looked at charitably. As often as not, they are underestimates.

The big fact that may make 1957 estimates inadequate is indicated by a recent single order for $750,000 of time on one station in one market. This sets up national spot sights far higher than ever before anticipated. Perhaps there are unusual circumstances surrounding this order, but there are many unusual facets of marketing in large cities. There may be more orders of this size as appropriations leap.

The basis for larger time sales in 1957 is the flow of better product—more recent movies, more and better special independent tv production.

Translate this product into station programming, and it means larger audiences, more viewing time, better program opportunities for large advertisers on a matched-market basis, and more and better station spot carriers for all advertisers.

Much of this flow of product will command premium rates in 1957, and will be worth it. It will also be used by stations to bolster time segments now under-programmed, thereby extending audience without more hours on the air.

No wonder stations and their representatives look forward with cheerful and hopeful views on the sales volume side of station management.

*TvB statement on page 38*

Blessed Events—Or Just Plain Special Events—
KRON-TV San Francisco Takes You There

SAN FRANCISCO CHRONICLE · NBC AFFILIATE · PETERS, GRIFFIN & WOODWARD

## DAYTIME, NEW ADVERTISERS TO MAKE BIG MARK—TvB

**Mr. Cash:**

Significant impetus to the continuing upsurge of television in 1956-1957 will come from two sources: First, the documented recognition of daytime tv as a major segment of the medium's selling efficacy; and second, the steady influx of new advertisers.

In the matter of that "undervalued" part of television, daytime tv, it is illuminating to learn, from original TvB research, that more families view daytime tv today—between the hours of 6 a.m. and 6 p.m.—than watched all of television just three short years ago. In the morning alone, before 12 noon, more homes now regularly view than watched evening tv three years ago. In truth, tv has become a round-the-clock medium. In the meaningful language of the advertiser, the medium rolls up an impressive 1,478,000,000 home hours of viewing per week. Compared to the considerably less home hours per week claimed for newspapers, the measure of this difference is not lost on advertisers.

An indication of the trend toward tv can be found in the large corporate category. TvB has been working closely with large corporations not now using television and confidently expects them to join such "newcomers" to tv as Kaiser, AT&T, American Machine & Foundry, which, in turn, had followed the example of such "old timers" in tv as U. S. Steel, Reynolds Metals, Alcoa Aluminum and Dow Chemical.

In another category, insurance, a breakthrough, spearheaded by the John Hancock Co. —following the bellwether Prudential—is also expected. Insurance salesmanship, based on person-to-person selling, has been rightly linked with tv, for television—effective television—is just that: person-to-person selling.

With television's proven ability to reach more potential customers and move greater mountains of goods at less cost per advertising dollar than any other medium, it is not surprising that more and more new advertisers are allocating more and more of their promotion budgets to it.

MR. CASH

Space limitations preclude a definitive listing of these new advertisers, but to mention just a few: Ray-O-Vac . . . Clorox (heretofore a nonuser of tv and a major user of print) . . . the American Gas Assn., which recently announced a big tv campaign . . . and a whole host of others.

Lastly, TvB's quarterly publication of spot expenditures—which did so much to lift the veil of mystery that had enshrouded this major portion of tv advertising—has given the medium a defined financial dimension of growing size. It is of more than passing competitive interest to advertisers to note that in 1950 there were 841 advertisers in the medium of which 107 were network and 734 were spot, but in 1956 there is a total of 3,153 advertisers in tv of which 265 are network and 2,978 are spot (no estimates of local tv advertisers are available).

Thus, taking all the factors—and many straws in the wind—into studied consideration, the 1956-57 season on tv will be one of vitality and growth, the hallmarks of a thriving business.

## NEW SPOT: BI-LINGUAL COMMERCIAL

MANY radio listeners and tv viewers who cannot speak Italian have learned over the past few years that "Ronzoni Sono Buoni" means that "Ronzoni is so good." Starting last Tuesday, Ronzoni began an experiment to extend the Italian vocabulary of its listeners and viewers (and, not incidentally, inject an Italian flavor in its advertisments) through a series of one-minute, bi-lingual film commercials that extol the quality of Ronzoni macroni products and sauce in both English and Italian.

Emil Mogul Co., New York, which developed this treatment for its client, the Ronzoni Macaroni Co., New York, believes these are the first bi-lingual commercials in television. Mogul hit upon the approach as a means of both attracting attention to the commercials and inserting an Italian flavor into the selling message. The film commercials were unveiled in New York and New Haven as part of a spot announcement campaign and also will be used on WRCA-TV New York and WNHC-TV New Haven on *Celebrity Playhouse*, which Ronzoni sponsors on alternate Tuesdays. Mogul also plans to employ film clips of the commercials on live tv programs and sound tracks on radio.

Mogul has created three versions of the commercial to date—two set in a home kitchen and the third in the kitchen of a restaurant. A housewife is employed in the home setting and a male chef in the restaurant to speak the Italian lines. Arlyne Grey, who appears as a cut-in on top right of the tv screen, does the translating into English for all three commercials.

Each film opens with four seconds of Italian spoken in full volume. At this point, Miss Grey comes in to start her translation and the Italian voice is lowered. Intermittently, there are pauses in the translation thereafter, and the Italian comes to the fore in full volume.

Credited with developing this different approach were these Mogul executives: Myron A. Mahler, vice president and creative director for air media; Milton Guttenplan, vice president and Ronzoni account supervisor, and Rino Negri, vice president and director of the foreign language department.

Producer: Film Creations Inc., N. Y.; agency producer: Jeanne Harrison; agency supervisor: Nathaniel B. Eisenberg; producer's supervisor: Edward Carroll; writer: Myron A. Mahler; translator: Rino Negri.

## Schick, Acquiring 'Dragnet,' May Drop Montgomery Show

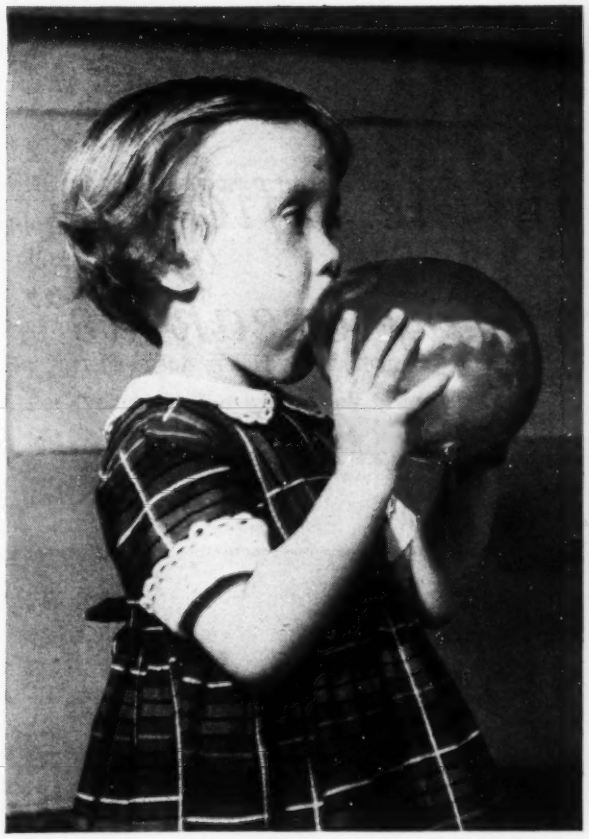
SCHICK Inc., Lancaster, Pa., which last month signed to co-sponsor (with Liggett & Myers Co. through McCann-Erickson, New York) the *Dragnet* series on NBC-TV [AT DEADLINE, Oct. 1], is expected to bow out of its alternate week sponsorship of *Robert Montgomery Presents* in mid-January. The shaver firm and its agency, Warwick & Legler, New York, are considering other tv shows, probably for sponsorship in 1957.

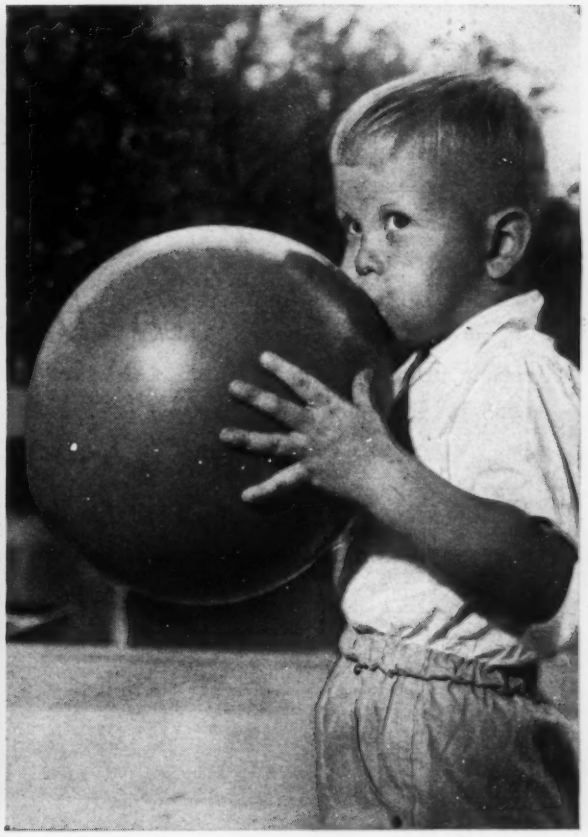
The Schick-Chesterfield alliance on *Dragnet* marks the first time in the show's five-year history that another sponsor has shared the program with the cigarette firm.

NBC-TV is expected to announce this week that Schick's portion of the Montgomery program will be picked up, effective next Jan. 28, by Mennen Co., Morristown, N. J. The toiletries firm, for its shaving creams, skin bracers and deodorants, will drop its three-week-out-of-four sponsorship of CBS-TV's *High Finance* quiz (the fourth week being currently picked up by Chemstrand Corp.'s Acrilan through Doyle Dane Bernbach) at the conclusion of the first 26-week cycle that began last July.

## 'Spot Radio Report' Grows

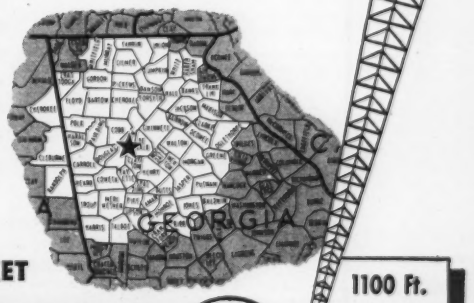
EXECUTIVES Radio-TV Service, Larchmont, N. Y., announced last week that the current issue of its *Spot Radio Report* lists the schedules of 27 additional advertisers, raising to about 350 the number of accounts now represented. Agencies reporting on new accounts include Bozell & Jacobs, Bruce B. Brewer Adv., Leo Burnett, Cargill & Wilson, Dowd, Redfield & Johnstone, Frederick-Clinton, Grey Adv., Jackson Assoc., Leeds & York, Meldrum & Fewsmith and Tucker Wayne.

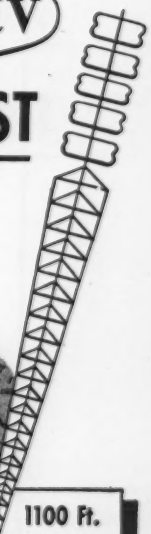




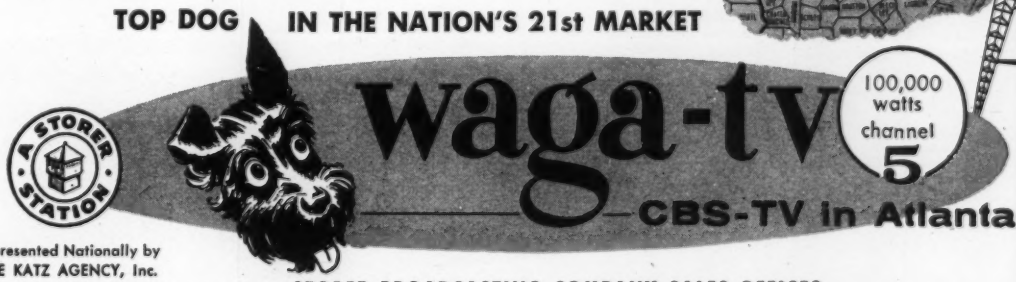
# WHEN YOU BUY ATLANTA...BUY waga-tv AND STRETCH POTENTIALS TO THE FULLEST

When you put to work the tallest tower, maximum power, plus top CBS-TV and local programing, you immediately enlarge your potentials in the fast-growing Atlanta market. You immediately add 300,000 people with over $300 million in spendable income, because WAGA-TV alone gives full coverage of a full 60 counties. Get the facts from your Storer or Katz rep about WAGAland and see why WAGA-TV is your best buy in Atlanta.




TOP DOG IN THE NATION'S 21st MARKET




Represented Nationally by THE KATZ AGENCY, Inc.

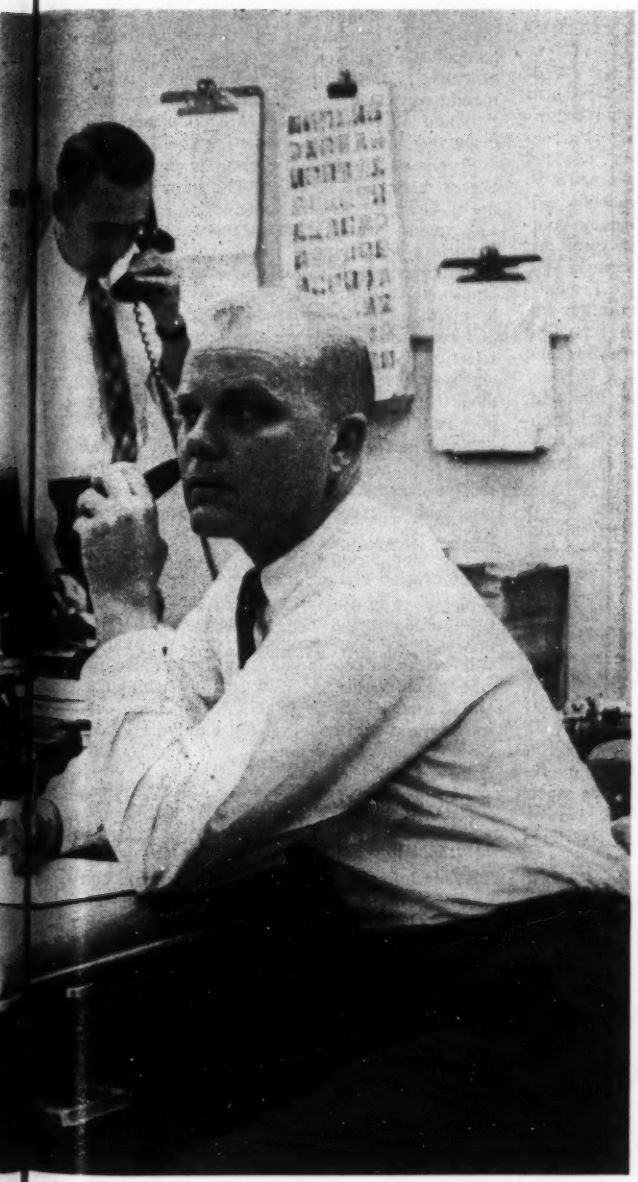
STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St.—TOM HARKER, *Vice President and National Sales Director* • BOB WOOD, *National Sales Manager*
CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

*"Put pay phones in the office*
*before they break us"*

THERE is absolutely no truth to the rumor that we're putting pay phones in our editorial offices . . .

Our controller would be a happier man if we did. In fact, he's on record as favoring pay phones for everybody, but we haven't been able to work it out. Even non-controllers are staggered by the size of our four city* phone bill. Some of it, of course, is of the When-are-we-going-to-get-the-plates variety. But two-thirds is charged to the editorial department—for calls all over the country—made to confirm stories, develop facts, develop news angles, or run down rumors.



It's quite true that anyone can spend money on phone calls. But when you add ours to other communications items—TWX's, leased wires, telegrams, plus bureau coverage in the 4 more important sources of radio-tv news, plus the salaries and travel expenses of 35 editors, reporters and writers—it totals real dough.

Willingness to invest in first-hand information produces a business magazine every week that radio-tv folks depend on. Advertisers have discovered this—B•T carried more pages of radio-tv advertising (3,832) last year than all other vertical publications in its field combined.

* Washington, New York, Chicago and Hollywood offices.

BROADCASTING
TELECASTING
Our
25th Year

**Statement Required by the Act of August 24, 1912, as Amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) Showing the Ownership, Management, and Circulation of Broadcasting • Telecasting, published weekly at Washington, D. C., for October 1, 1956.**

1. The names and addresses of the publisher, editor, managing editor, and general manager are:

*Publisher and Editor*—SOL TAISHOFF, Washington, D. C.
*Managing Editor*—EDWIN H. JAMES, Washington, D. C.
*General Manager*—MAURICE H. LONG, Chevy Chase, Md.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm its name and address, as well as that of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

**5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 17,030.**

MAURICE H. LONG
*Vice President and General Manager*

Sworn to and subscribed before me this 3rd day of October, 1956.

MARY JO FREEHILL
*Notary Public*

(Seal)

(My commission expires April 14, 1960)

## . . . *about paid circulation*

The surest barometer of the reader acceptance of any publication is its paid circulation. People read business and trade papers for news and ideas that will help them in their jobs, not for entertainment.

The purchase of a subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber buys the publication and anticipates news and features to keep him abreast of developments in his own business. He expects the publication to reach him regularly throughout the subscription year. If reader interest is not maintained, paid circulation is directly affected.

Broadcasting • Telecasting for the past 12 months averaged a paid weekly circulation of 17,030 (as sworn above in the ownership statement). This is the largest paid circulation in the vertical radio-tv publication field. In fact, B•T distributes more paid circulation in 4 months than the combined annual paid of all other vertical magazines in its field.

That's why the intelligent advertiser always chooses B•T as his basic promotional medium in the radio-tv trade field. He knows **paid** circulation is a true reflection of the publication's value.



# AGENCY COMPENSATION ON ANA'S AGENDA

### Annual meeting Oct. 22-24 in Chicago to feature progress report on association's independent review of payments to advertising firms and a yearly look at radio and tv.

A PROGRESS REPORT on the Assn. of National Advertisers' independent review of agency compensation and a yearly look at radio and television (including both color and black-and-white) are slated for ANA's 47th annual meeting Oct. 22-24 at the Drake Hotel, Chicago.

The agency compensation question is underscored in last week's disclosure of ANA's advance agenda for the annual meeting. The agenda was set up by the association's special program committee headed by Ray Weber, advertising manager of Swift & Co.

The planning group pointed up that "a measure of the importance of this subject is the fact that ANA members annually pay agencies several hundred million dollars in fees and commissions."

Scheduled for the meeting's last day (Wednesday morning, Oct. 24) is an open session to be devoted to an examination of "advertiser-agency relations," specifically agency compensation methods. This session will be attended by advertisers, agency and media executives.

Edwin W. Ebel, ANA board chairman, will review the developments in the agency compensation area that have developed since last March's ANA meeting at Hot Springs, Va. John McLaughlin (Kraft Foods Co.), chairman of ANA's special study committee on agency compensation methods, will report to the session on the committee's progress and future plans.

Two NBC executives—Richard Pinkham, vice president-tv network programs, and Richard Day, color consultant—will share the spotlight at a special session devoted to the broadcast media.

The NBC officials will discuss radio and tv in the Tuesday afternoon (Oct. 23) session. A live, half-hour closed-circuit color telecast originating in New York will be featured. Emphasis will be placed on an analysis of how to get around problems in color tv commercials. The telecast, for example, will explore packaging improvements of a number of products advertised on both color and black-and-white tv. The past, present and future of radio and tv will be presented briefly.

Theme for the annual conclave is "Meeting the Growing Demands on Advertising in Today's World of Change," with a different aspect of the theme taken up in each session.

Opening speaker Monday morning (Oct. 22) will be Frank O. Prior, president of Standard Oil Co. of Indiana, on "The Opportunity and Challenge to Today's Business Management," stressing the coordination of advertising and other basic marketing functions. William Miller, assistant general manager of sales, and Wesley I. Nunn, advertising manager, both Standard Oil, will present a two-part case history on how advertising can contribute best to sales and profits.

Also on advertising management Monday morning: George Frost, Cannon Mills' advertising manager, who will tell how better management understanding of the advertising function is achieved at his company, and Henry Schachte, vice president of Lever Bros. and chairman of ANA's advertising management committee, who will report on new ideas and practices uncovered in the committee's work, including a series of guides in advertising management thinking and practices actually tested by ANA member companies.

ANA's luncheon and election of officers Monday will be closed, with election results revealed after the session.

That afternoon three sessions will run concurrently. All will be informal and also closed to newsmen.

Lead-off theme of the Tuesday morning session will be "Better Marketing," featuring Arthur C. Nielsen Jr. of A. C. Nielsen Co., Chicago, who will present new data on what is happening in the battle of brands. He is scheduled to use actual case histories which will point up policy questions such as off-season advertising, new product advertising, "shot-in-the-arm" promotions and other phases of marketing. L. B. Smith, president of Thorofare Markets, will speak on national brands versus private labels in the retail field.

Chris Witting, vice president, Westinghouse Electric Corp.'s consumer products division, will discuss long-range brand objectives—how they can be maintained while meeting today's competitive practices. Ollie Jones, Swift & Co.'s executive vice president, will analyze fundamental aspects of merchandising, sales promotion and advertising which are coordinated in order to reach a firm's marketing goals.

Emphasis Tuesday afternoon is on efficient use of media and research. The latter is taken up by Gene Duckwall, Foote, Cone & Belding, Los Angeles, who is slated to report on new and important developments in advertising research, offering some guides in media selection. Mr. Duckwall will illustrate why considerations as to price, nature of product, consumer interest and readiness to buy are key factors in media selection. Sherwood Dodge, chairman of Advertising Research Foundation's (ARF) printed advertising rating methods committee, will report on that group's special study.

Third part of the Tuesday afternoon sessions is the radio and tv presentations. ANA's annual reception and dinner will be held Tuesday evening with entertainment at the dinner featuring Ray Bolger.

The final sessions Wednesday also will include Marion Harper Jr., president of McCann-Erickson, who will discuss an agency's role in meeting a growing need for greater advertising productivity. An economic-political analysis will be given Wednesday by Dexter Keezer, chief economist at McGraw-Hill Publishing Co., and a special M-H panel. A luncheon—the speaker and subject as yet not announced—will close the annual meeting.

## Families, Incomes on Rise In U. S., 'Fortune' Reports

THE October issue of *Fortune* magazine contains an article predicting that there will be 179 million Americans by 1960—11 million more than today—and 220 million by 1975 if today's trend to three-children families continues. Other predictions made by the article:

Real cash income per family after taxes, currently estimated at $5,400, will rise to $6,000 by 1960.

The number of families with more than $5,000 cash income is increasing by 1.1 million per year. By 1959, 20 million families will enjoy cash incomes after taxes of $5,000 or more.

American consumers will be spending $282 billion per year by 1960. This is $40 billion more than the $242 billion they are expected to spend this year, representing a 10-year rise of 41%.

# spot news that sells!

## *Most Complete TV News Staff In Multi-State Area Produces 35 Newscasts Weekly!*

NEWS means KMTV to television viewers in KMTV's rich multi-state area. 35 locally produced newscasts weekly feature intensive local and regional coverage. To do this job, KMTV combines experienced newsmen and the most up-to-date equipment.

Ratings prove that viewers recognize KMTV's leadership in news—an important part of outstanding local and network programming. Coupled with the big PLUS of pioneering local live color telecasts, KMTV's program lineup means you benefit from a giant audience of pre-sold viewers.

**TOP SPOT 20—KMTV is among the top spot 20! Of 267 stations participating in an N. C. Rorabaugh Co. survey of 181 markets for the first quarter of 1956, KMTV was among the top 20 stations in the number of national spot accounts (July, 1956, Television Age).**

Follow the lead of successful local and national advertisers—select KMTV to deliver this rich multi-state market. *In Omaha . . . the place to be is Channel 3.* See Petry today.

| KMTV Market Data* | |
|---|---|
| Population | 1,536,900 |
| TV Homes | 373,000 |
| Families | 477,000 |
| Retail Sales | $1,716,560,000 |
| Buying Income | $2,236,230,000 |

*Survey of Buying Power

COLOR TELEVISION CENTER

**KMTV**
CHANNEL 3
MAY BROADCASTING CO.

NBC-TV
ABC-TV
OMAHA
Represented by
Edward Petry & Co., Inc.

REMEDIES IN NEW YORK TELEVISION

# WHOSE COMMERCIALS GET MOST EXPOSURE?

**Hooper Index of Broadcast Advertisers** (Based on Broadcast Advertisers Reports' monitoring)

**NATIONAL (NETWORK) INDEX**

| Rank | Product & Agency | Network Shows | Total Networks | "Commercial Units" | Hooper Index of Broadcast Advertisers |
|---|---|---|---|---|---|
| 1. | Bufferin (Young & Rubicam) | 5 | 1 | 8⅔ | 119 |
| 2. | Anacin (Ted Bates) | 12 | 2 | 13 | 100 |
| 3. | Alka-Seltzer (Geoffrey Wade) | 5 | 2 | 8½ | 69 |
| 4. | Eno Antacid (Atherton & Currier) | (P) | 1 | 3 | 26 |
| 5. | Bayer Aspirin (Dancer-Fitzgerald-Sample | 4 | 2 | 4 | 25 |
| 6. | B C Remedy (N. W. Ayer) | (P) | 1 | 5 | 21 |
| 7. | Pepto-Bismol (Benton & Bowles) | 1 | 1 | 2½ | 20 |
| 8. | Bromo-Seltzer (Lennen & Newell) | 1 | 1 | 1 | 15 |
| 9. | Rolaids (Ted Bates) | (P) | 1 | 1 | 13 |
| 10. | Phillips Milk of Magnesia (Dancer-Fitzgerald-Sample) | 2 | 2 | 2 | 12 |
| 11. | Phillips Tablets (Dancer-Fitzgerald-Sample) | 2 | 1 | 2 | 12 |
| 12. | Bisodol (Sullivan, Stauffer, Colwell & Bayles) | 1 | 1 | 1 | 7 |

**NEW YORK INDEX (NETWORK PLUS SPOT)**

| Rank | Product & Agency | Network Shows | Total Stations | "Commercial Units" | Hooper Index of Broadcast Advertisers |
|---|---|---|---|---|---|
| 1. | Alka-Seltzer (Geoffrey Wade) | 5 | 3 | 21½ | 158 |
| 2. | Bayer Aspirin (Dancer-Fitzgerald-Sample) | 4 | 4 | 19 | 123 |
| 3. | Bufferin (Young & Rubicam) | 5 | 1 | 8⅔ | 109 |
| 4. | Anacin (Ted Bates) | 12 | 2 | 13 | 70 |
| 5. | Phillips Milk of Magnesia (Dancer-Fitzgerald-Sample) | 2 | 4 | 6½ | 33 |
| 6. | B C Remedy (N. W. Ayer) | (P) | 1 | 5 | 22 |
| 7. | Bromo-Seltzer (Lennen & Newell) | 1 | 3 | 5 | 21 |
| 8. | Rolaids (Ted Bates) | (P) | 1 | 1 | 19 |
| 9. | Eno Antacid (Atherton & Currier) | (P) | 1 | 3 | 15 |
| 10. | Pepto-Bismol (Benton & Bowles) | 1 | 1 | 2½ | 11 |
| 11. | Bisodol (Sullivan, Stauffer, Colwell & Bayles) | 1 | 1 | 1 | 6 |
| 12. | Phillips Tablets (Dancer-Fitzgerald-Sample) | 2 | 1 | 2 | 5 |
| 13. | St. Joseph Aspirin (Lake-Spiro-Shurman) | — | 1 | ½ | 3 |

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending Aug. 31, 1956.

**The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commerical is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

***"Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

****Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

# BBDO GETS PHILCO CONSUMER GOODS

PHILCO Corp., Philadelphia, which will terminate its 21-year association with Hutchins Adv. Co., Philadelphia and New York [B•T, Sept. 7], has appointed BBDO New York, to handle the advertising for its entire line of consumer products, according to James M. Skinner, Philco president. The shift to BBDO will take place Jan. 1. The overall billing is approximately $10 million.

As a result of the loss of the Philco account, Hutchins Adv. will close its New York office. That office had handled the radio and television portion of the Philco account under the supervision of H. Pierson Mapes, vice president, for 21 years. Mr. Mapes supervised activities for Philco on *Philco Playhouse*, which was on NBC-TV for seven years until last season, and prior to that the Bing Crosby show on NBC radio and a number of other shows. In addition, Philco sponsored the Miss America Pageant (on ABC-TV), and political convention coverage, also on ABC-TV. Mr. Mapes future plans have not been formulated as yet.

Currently Philco is not sponsoring a regular network show but is using a spot campaign and short-term buys, such as convention coverage on ABC-TV.

Philco advertising campaigns, which BBDO will develop and place nationally, include those for radios, television receivers, phonographs, high fidelity instruments, refrigerators, home freezers, electric ranges, home laundry equipment, and air conditioners.

Mr. Skinner said the affiliation of Philco with one of the largest advertising agencies in the country presaged the opening of the most extensive advertising and promotional activity in the history of Philco Corp.

# N. W. Ayer Gets Part Of duPont's Account

THE E. I. duPont de Nemours & Co., Wilmington, Del., a $23 million advertiser whose agency has been BBDO New York for the past 27 years, last week named N. W. Ayer & Son, Philadelphia and New York, to handle a portion of its products while retaining BBDO as its "principal" agency.

Effective Jan. 1, N. W. Ayer & Son will handle duPont's advertising for paints sold through retail channels, photographic products, X-ray and motion picture film and allied products, Neoprene synthetic rubber and other elastomers and dyes and fine chemicals. Advertising budget for these products reportedly is about $3 million.

Charles L. Rumrill & Co., Rochester, N. Y., will continue to handle advertising for duPont's tetraethyl lead. The agency has been handling the account for more than five years.

Wallace E. Gordon, advertising director of duPont, said the change was a result of the firm's interest in the advantages of a multiple agency setup.

## Lightner Rejoins Ayer & Son

A. LEROY LIGHTNER Jr., former N. W. Ayer & Son, Philadelphia, account executive, has rejoined that agency after spending the past 15 months with Beaumont, Heller & Sperling, Reading, Pa., as a plans board member. Other Ayer personnel changes: David W. Neill, copywriter, Charles L. Rumrill & Co., Rochester, N. Y., in similar capacity at Ayer's Philadelphia office. Bruce F. Green, art director, transferred to account service department, and Helen D. Glisson, to Ayer production staff from Lord & Taylor department store.

EXTRA **SCREEN GEMS NEWS** EXTRA

## PULSE REPORTS:

# "CELEBRITY PLAYHOUSE"

# 1st AMONG ALL SYNDICATED SHOWS*

***FOR AVAILABILITIES CALL***

| IN THE EAST | IN THE MIDWEST | IN THE SOUTH | IN THE FAR WEST | IN CANADA |
|---|---|---|---|---|
| Ben Colman<br>Pl. 1-4432<br>New York, N. Y. | Henry Gillespie<br>Franklyn 2-3696<br>Chicago, Ill. | Frank Browne<br>Emerson 2450<br>Dallas, Texas | Richard Dinsmore<br>Hollywood 2-3111<br>Hollywood, Cal. | Lloyd Burns<br>Empire 3-4096<br>Toronto, Can. |

**SCREEN GEMS, INC.**
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
711 FIFTH AVENUE, NEW YORK, N. Y.

*BASED ON AUGUST 1956 REPORTS ON PROGRAMS IN 10 OR MORE PULSE MARKETS.

# CENTRAL 4A MEET REVIEWS COLOR TV

## Rapport addresses annual convention in Chicago on the changes color has brought about for tv advertising.

"COLOR is the natural goal" for television and will "ultimately improve" with prospect it will sell more people as more sets are purchased.

The speaker was Howard W. Rapport, tv group supervisor at Tatham-Laird Inc., in a talk prepared for delivery during a creative workshop session of the American Assn. of Adv. Agencies Central Region's annual meeting in Chicago last week.

Mr. Rapport lauded the staff of NBC o&o WNBQ (TV) Chicago, pioneer all-color station, for "minor miracles" on tinted tv. While observing earlier that color-correction of products has cost advertising agencies "a potfull of gold," he commended the NBC service for cutting down rehearsal time and pre-production and felt "results are getting better all the time."

The Friday afternoon creative session also included talks and presentations by NBC Chicago's contingent, headed up by Jules Herbuveaux, vice president and general manager of WMAQ-WNBQ, and W. Lloyd Warner, U. of Chicago sociology professor, with James G. Cominos, vice president and radio-tv director of Needham, Louis & Brorby, as chairman. Mr. Herbuveaux spoke on "Color Is Here."

Highlight was a 10-minute closed circuit color production in which WNBQ studios developed a program and commercial for an actual product never before seen on color tv and piped it directly to 20 receivers at the workshop session. Products were selected at the opening of the afternoon session and rushed to the WNBQ studios.

In his talk Mr. Rapport cited experiences for some clients, including General Mills (Kix), Toni Co. (White Rain shampoo), Armour & Co. meat products and others. He noted agency surprise over the need for color correcting products in color and felt "one of the most important requisites is taste—good taste."

He pointed out that from the standpoint of agency artists, "the advent of color in our electronic lives has naturally increased the costs." In many cases, Mr. Rapport observed, "color doesn't always help a product."

Between 500-600 delegates representing the AAAA Central Region of 14 states attended the two-day sessions. Opening day (Thursday) was devoted to closed management meetings, including a report on the AAAA's agency-educator program. Friday morning sessions were set aside for media, research and marketing discussions, with accent on planning media strategy, and printed advertising rating methods. Appearing with Mr. Rapport was Gordon Minter, vice president in charge of commercial film production, Leo Burnett Co., and an NBC team including Howard W. Coleman, manager of WNBQ color sales development, and Richard D. Johnson, WMAQ-WNBQ production chief.

Media workshop panelists Friday were George Bolas, media director, Tatham-Laird; Gordon Buck, vice president and media director, Foote, Cone & Belding; Leonard Matthews, vice president in charge of media, Leo Burnett Co., with Norman D. Buehling, president of Fensholt Adv. Agency, as chairman.

Lawrence O. Holnberg, Compton Adv. Inc., Chicago, is chairman of the AAAA Central Region.

HARRY BYRNE, Cormier Advertising Agency, discovers the KFMB gals meant "no men allowed" at their party for agency women. Blocking his entrance are Rosalie Pollick, KFMB, a special Pinkerton guard hired for just such an emergency, and Helen Harris, KFMB.

## Bosses Thrown Out

"NO BOSSES or men allowed" was the theme of a party held by the women employes of KFMB San Diego for members of their sex employed by San Diego advertising agencies.

The party idea originated when one of the KFMB traffic girls commented that she had been working via telephone with a certain agency girl for three years and had never met her. Vice President and General Manager George Whitney quickly gave his approval to the idea.

KFMB girls who served as hostesses for the distaff party included Jacki Miller, Jo Ann Forbes, Pat Lloyd, Rosalie Pollick, Doris Yeargin, Helen Harris and Michael Skrivanos.

# 4A WESTERN SESSION TO MULL AD PRACTICES

## Annual convention opens this week at Coronado, Calif. Ways of improving advertising techniques to feature several sessions.

BUILDING greater sales by improving advertising practices and putting more emphasis on creativity will be the key themes for the 19th annual convention of the Western Region of the American Assn. of Advertising Agencies this week at the Hotel Del Coronado, Coronado, Calif.

Scheduled Sunday through Wednesday, the 4-A business meeting will open today (Monday) at a closed session on industry relations with talks by Frederic R. Gamble, 4A president; J. Davis Danforth, BBDO; Harry Harding, Young & Rubicam; Emerson Foote, Foote, Cone & Belding, and Robert D. Holbrook, Compton Adv., all from New York. Mr. Holbrook is chairman of the board of 4A.

Monday afternoon's session, under the chairmanship of Jack W. Smock, Young & Rubicam, Los Angeles, will explore ways of improving advertising in order to build more business. In addition to Mr. Gamble, others on the panel will include Larry Nolte, White King Soap Co., Los Angeles; Whitney Drayton, Hunt Foods Inc., Fullerton, Calif.; and C. D. Jackson, Time Inc., New York.

The Tuesday morning business session will be a personnel workshop with Robert H. Knollin of Knollin Adv. Agency, San Francisco, as chairman. Taking part are Joseph Epstein, of Fitzgerald Advertising Agency, New Orleans; Charles Reed, BBDO, San Francisco; John R. Little, Foote, Cone & Belding, San Francisco; and Del Porter and Robert Sande of Song Ad Film-Radio Productions, Hollywood.

The final business session Wednesday, conducted by Bryce Spruill of Botsford, Constantine & Gardner, Portland, will be a "creative workshop" with contributory comments offered by Charles H. Brower of BBDO, New York; John H. Tinker Jr. of McCann-Erickson, New York; and A. F. H. Armstrong, of Leo Burnett Co., Chicago.

Alternating with these serious advertising seminars will be numerous social and sports events including the Governors' open house Sunday.

Wednesday will feature the annual luncheon with introduction of new officers and governors. Arlene Francis of NBC will talk on "At Home With Admen."

Convention chairman is Trevor Evans, Pacific National Adv. Agency, Seattle, assisted by John C. Morse, Dan B. Miner Co., Los Angeles, and Harry S. Pearson, The McCarty Co., Seattle.

# Small, Grey Named In Bates Promotions

EDGAR P. SMALL, vice president and media director of Ted Bates & Co., New York, has been elected treasurer, and Edward A. Grey, associate media director, has been elected vice president and media director, it was announced last week by William H. Kearns, president.

In his new post, Mr. Small, who has been

MR. SMALL

MR. GREY

media director of the agency since its organization in December 1940, also will supervise the personnel department.

Mr. Grey, with Ted Bates for the past two years, previously had been media supervisor for the Biow Co. for eight years.

Also appointed to new posts—as assistant vice presidents and media group supervisors—were William J. Kennedy, Edwin A. Kirschner, John E. Kucera, Martin J. Murphy and Albert Skolnik.

Mr. Kearns said that the realignment of executive responsibilities has been made necessary because of the agency's rapid growth.

## BBDO Switchs Managers

RICHARD O. HOWE, newly-elected vice president, has been placed in charge of BBDO's Boston office, succeeding Burton E. Vaughan, vice president, who has been assigned as manager of BBDO's Pittsburgh office. Mr. Howe, formerly an account supervisor, joined BBDO in 1950. Mr. Vaughan has been manager of BBDO's Boston office since 1954.

# Market facts that mean results in North Carolina

# WSJS-TV...

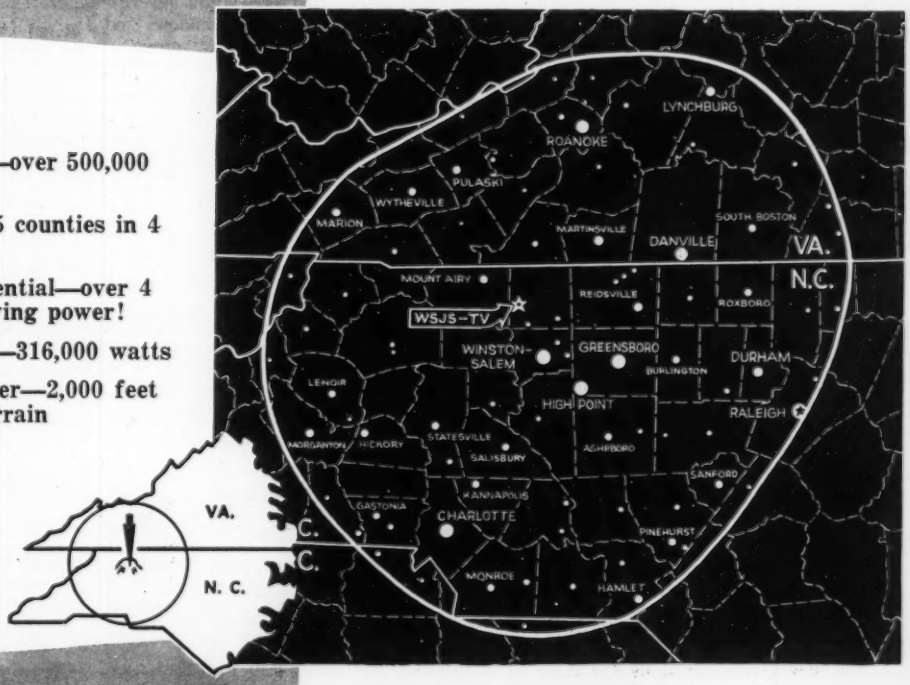
## Preference of the Piedmont

### North Carolina's richest, biggest market

It pays to check the facts on WSJS-TV Winston-Salem. It's your biggest buy in North Carolina's Piedmont section. And the Piedmont is the state's most populous and heavily industrialized area. Result: more income, greater buying power.

WSJS-TV is the NBC affiliate for Winston-Salem, Greensboro, and High Point—Golden Triangle cities in a market of over 3 million people.

- More TV Homes—over 500,000 TV homes!
- Top Coverage—75 counties in 4 states!
- Rich Market Potential—over 4 billion dollars buying power!
- Maximum Power—316,000 watts
- Mountaintop Tower—2,000 feet above average terrain




channel 12

NBC AFFILIATE

*Call Headley-Reed for*

**WSJS**

television

**WINSTON-SALEM**

NORTH CAROLINA

## Those Who Work at BBDO Know Where to Spend Dough

BBDO New York and its president, Ben Duffy, believe in client products and hope that BBDO's employes do too. To promote that feeling BBDO has launched a series of pay envelope copy enclosures which go to its 2,100 employes. They stress the theme that enlightened "self interest" should prevail.

Here is a sample of the inserts:

It can be proved by modern science
That all our income comes from clients
So why not, when you're spending dough,
Spend it where it gets you mo?

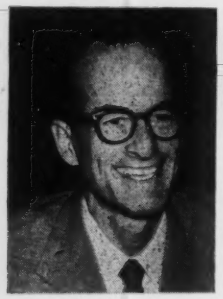
"Loyalty to clients does not mean that all personal preferences should be subjugated or all agency people regimented," Mr. Duffy explained in commenting on the policy, "but if a client thinks enough of BBDO to place his account with us, we should think enough of his product to use it. There is no place in any business for the individual who flaunts his use of a competitor's product."

Another example of the copy:

BBDO'er who buy competitive product
Get pay check from wrong agency.

## Lee Ringer Joins USIA

LEE RINGER, president of Ringer & Assoc., Los Angeles agency, this week will join the U. S. Information Agency as information officer. Servicing of Ringer clients is being assumed by Mogge-Privett Agency, also Los Angeles.



MR. RINGER

Mr. Ringer will spend two months at Information Agency headquarters in Washington and then report to an overseas post. He served as a Navy public relations officer during World War II and was a lieutenant-commander upon release from service.

## ARF Signs 11 Members

FOUR U. S. agencies, six associate international firms and one academic institution—the latter its 18th—have been signed by the Advertising Research Foundation. They are Barnes Chase Co., Chicago; Buchanan & Co., New York; Culver Adv., Boston; Fitzgerald Adv., New Orleans; Boddy & Dechy S. A., Brussels; Dentsu Adv., Tokyo; Adolph Kates & Son, Havana; Organizacion Tecnica Publictaria Latino Americana S. A., Havana; Publicidad Inter-Americana, Havana; Synergie Cie., Paris, and the U. of Oregon.

## CBS Sponsors Switch

TO REPLACE their sponsorship of the radio portion of CBS' *Arthur Godfrey's Talent Scouts* (Monday, 8:30-9 p.m. EDT), which will continue only as a tv program, Thomas J. Lipton Inc., Hoboken, N. J., and the Toni Co., Chicago, are expanding their sponsorship of other CBS Radio programs. Lipton, through Young & Rubicam, New York, will sponsor one-half of *Ma Perkins* (Monday-Friday, 1:15-1:30 p.m. EDT) and Toni, through North Adv., Chicago, an undetermined number of segments of *Nora Drake* (Monday-Friday, 1-1:15 p.m. EDT).

## Radio's 'Wondets'

RADIO has proven to be a "wonder" for Mericin, a new wonder drug prepared by Seaboard Drug Co., and only a recent addition to druggists' shelves throughout the U.S. Harry Patterson, president of Seaboard, which has been sponsoring Walter Winchell's MBS Sunday night newscast, the last seven weeks, said that the Winchell show aided Mericin in forging 30% ahead of its projected sales schedule.

## Suit Withdrawn, BBB Says

THE Better Business Bureau of New York announced Friday that a $1 million law suit against the bureau by the Best Window Co., Brooklyn, has been withdrawn. In its complaint, filed in New York Supreme Court, Best had charged that an article in the bureau's magazine for June 1955 was "false and libelous." The article described Best's television advertising and selling tactics for storm windows and doors as "bait advertising in modern dress."

## Y&R Names Calhoun V.P.

WILLIAM L. CALHOUN Jr., who has been with Young & Rubicam since 1939, has been made a vice president of the agency. He will serve as contact supervisor on the Kaiser Aluminum & Chemical Corp. and Kaiser Steel Corp. accounts in the agency's San Francisco office, to which he will be transferred from the New York office.

## McMahan to IMR Consultancy

HARRY WAYNE McMAHAN, vice president in charge of tv and radio commercial production and member of the creative plans board, McCann-Erickson, N. Y., resigns effective Oct. 15 to become special consultant, Institute for Motivational Research, Croton-on-Hudson, N. Y., on psychological method of pre-testing television commercials.

ROBERT J. KOCHENTHAL (2d from l), Edward Petry & Co. account executive, won a "wonder where the yellow went" hole-in-one contest sponsored by Pepsodent Div. of Lever Bros. during the amusement industry's annual golf tournament at Vernon Hills Country Club, Tuckahoe, N. Y. A General Electric portable tv set went to the winner, shown with (l to r) Joe Stamler, WABC-TV New York sales manager; Bob Lambe, WTAR-TV Norfolk, Va., and Frank E. Pellegrin, vice president of H-R Rpresentatives Inc.

## Sunkist Accelerates Tv Buys

SUNKIST Growers Inc., through Foote, Cone & Belding, both Los Angeles, will make its first large-scale use of network tv Oct. 9 when it begins a 25 alternate-week Tuesday sponsorship of NBC-TV's *Queen for a Day* 4:15-4:30 p.m. EDT [CLOSED CIRCUIT, Sept. 3]. The program is seen Mondays through Fridays, 4-4:45 p.m. EDT.

### NETWORK NEW BUSINESS

**NBC Radio,** N. Y., reports sales representing more than $300,000 in net billings, with activity sparked by schedule of 350 participations for Quaker Oats Co. and 108 participations for Charles Pfizer & Co. Other advertisers signed include Carter Products Inc., Dodge Motors Div. and The White House Co. (Christmas dolls).

**Regal Amber Brewing Co.,** S. F., starting sponsorship today (Mon.) of *The Regal Record Room* with Gil Henry as host on 15 stations of Columbia Pacific Radio Network, 9-9:30 p.m. PST [CLOSED CIRCUIT Sept. 17]. Contract is for 52 weeks. Agency: Guild, Bascom & Bonfigli.

**Nestle Co. Ltd,** which is sponsoring Hal Roach Studios' package, *Oh Susanna,* concurrently on CBC-TV and CBS-TV, is considering future sponsorship of program featuring Gale Storm in England and Europe to promote worldwide distribution of Nestle products. Canadian buy was through Cockfield, Brown & Co., Toronto. Nestle U. S. agency is Bryan Houston Inc.

### NETWORK RENEWAL

**Hills Bros. Coffee Inc.** through N. W. Ayer & Son, N. Y., has renewed five-minute segment sponsorship of *Aunt Mary* on 23 stations of Columbia Pacific Radio Network. Contract calls for Tues.-Weds.-Thurs. and Mon.-Weds.-Fri. schedule on alternate weeks of 11 a.m. show.

### SPOT NEW BUSINESS

**Coca-Cola Bottling Co.,** L. A., using saturation radio spots on 13 area stations to introduce 12-oz. bottle. Agency: McCann-Erickson Inc., L. A.

### AGENCY APPOINTMENTS

**Chatham Mfg. Co.,** Elkin, N. C., names Anderson & Cairns, N. Y., to handle advertising and sales promotion for blanket, automotive upholstery and apparel fabric lines, effective Dec. 1.

**Laco Products Inc.** (Laco shampoo), Baltimore, Md., appoints Courtland D. Ferguson Inc., Washington.

**Illinois Baking Corp.** (Safe-T-Cones), Chicago, appoints Robert Christopher Agency Inc., same city, for advertising, merchandising and public relations.

**Magnavox Co.,** Chicago, appoints Rothbardt & Haas Adv., same city, to handle advertising for its Spartan division and Sentinel subsidiary.

**Consolidated Foods Corp.,** Chicago, names D'Arcy Adv. Co., same city, to handle national

# *Louisville's BEST KNOWN FIGURE*

The WHAS-TV Channel 11 figure here reminds homemakers that "Good Living" at 10:00-10:30 am daily, answers many of their problems. Changing attire, the versatile and always identifiable figure appears on promotion slides at other hours for WHAS-TV's outstanding teen-age show, "Hi Varieties".

Whether the setting is a kitchen or club house, viewers know the Channel 11 figure represents quality, good-taste programming, well produced shows suitable for the entire family.

He should remind you that for selling results, individual and distinctive treatment, your advertising deserves the impact of programming of character. In Louisville, WHAS-TV programming PAYS OFF!

*Are you participating?*

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

316,000 WATTS
Channel 11
WHAS-TV
LOUISVILLE KENTUCKY

BASIC CBS-TV Network

and regional advertising for its Monarch Finer Foods Div.

**Carling Black Label Beer** names **Aitken-Kynett Co.,** Phila., for mid-Atlantic area.

**L. H. Hartman Inc., N. Y.,** named to handle all advertising for N. Y. Attorney General Jacob Javits' campaign for U. S. senator.

## A&A SHORTS

**Management Assoc. of Connecticut,** Stamford, has moved its executive and creative departments from 26 Sixth St., to 2135 Summer St., where the agency has acquired 2,500 sq. ft. of space. The agency is retaining the Sixth St. offices for its accounting department. Agency's principal account is Slenderella International, whose budget is expected to exceed $5 million in 1956.

**Kennedy, Walker & Wooten Inc.,** L. A., begins second year by moving entire agency to enlarged quarters at 8693 Wilshire Blvd., Beverly Hills. New phone is Olympia 2-0555.

**Cunningham & Walsh,** N. Y., has agreed to serve as volunteer task force agency for 1957 Advertising Week (Feb. 10-16), sponsored by Advertising Federation of America. Last year's task force agency was Foote, Cone & Belding, N. Y.

## A&A PEOPLE

**Richard R. Fansler,** vice president, McCarty Co., Phoenix, Ariz., to Advertising Assoc., Phoenix branch, as executive vice president and creative director.

**James F. Quinn,** formerly vice president at Ross Roy Inc., to Robert Christopher Agency Inc., Chicago, as vice president-marketing.

**Edward W. Dooley,** former advertising manager, Economics Labs (Soilax and Soil-Off), St. Paul, Minn., to Sullivan, Stauffer, Colwell & Bayles, N. Y., as an account executive.

MR. DOOLEY

**North Clarey,** formerly account executive at Foote, Cone & Belding, appointed account executive on McKesson & Robbins account, Dancer-Fitzgerald-Sample Inc.

**George Bentley,** formerly head of own advertising agency, to Fuller & Smith & Ross Inc., Chicago, as associate account executive.

**Alfred E. Byra,** assistant advertising manager, General Baking Co., to Blaine-Thompson Co., N.Y., as account executive.

**Daniel J. Connolly,** comptroller, Lewin, Williams & Saylor Inc., N. Y., and Newark, N. J., elected secretary and asst. treasurer of corporation.

**Mercer Sweeney,** account executive, Harold Miller Co., N. Y., named director research and media.

**M. Graham Black,** account executive, BBDO, Swift & Co., Chicago meat packer, to Leo Burnett Co., Chicago, as account executive.

**Eugene H. Alnwick,** timebuyer, Compton Adv., to media dept., C. J. LaRoche & Co., N. Y., in similar capacity.

**Claire Crawford** to media department, Blaine Thompson Co., N. Y., to handle local radio-tv advertising.

**James H. Graham,** advertising manager of Buick Div., General Motors Corp., to MacManus, John & Adams, Bloomfield Hills, Mich., Oct. 15, as assistant account executive on MJ&A's Pontiac Motors account.

**John L. Neff,** Washington, D. C., radio and advertising executive, to Larrabee Assoc., same city, as sales director and account executive.

**Michael M. Minchin Jr.,** sales promotion staff, Erwin, Wasey & Co., L. A., promoted to account executive working on Friskies Pet Foods Div. of Carnation Co.

**Raymond O. Bridges,** brands manager at Swift & Co., Chicago meat packer, to Leo Burnett Co., Chicago, as account executive.

**John V. Tarleton,** art director, Liggett & Myers Div., Cunningham & Walsh, N. Y., named director of advertising art, Eastman Kodak Co., Rochester, N. Y.

**Richard C. Hunt,** account executive, Ruthrauff & Ryan, Chicago, to Allen & Reynolds, Omaha, Neb., as agency consultant for marketing and sales.

**James O. Thompson,** market consultant, Poetzinger, Dechert & Kielty, to Stromberger, Lavene & McKenzie, L. A., as copywriter and head of plans board.

**James F. McGuckin,** industrial advertising writer, to copy department, Coolihan, Coe & Coolihan, Syracuse, N. Y. agency.

**William E. Doscher,** formerly with J. Walter Thompson Co., to Simoniz Co., Chicago, as market research manager.

## NIELSEN

### TOP TV SHOWS (TWO WEEKS ENDING AUG. 25)

| Rank | Program | Sponsor | Agency | Network | No. of Stations | Day & Time | †Total Audience Tv Homes Reached (000) |
|---|---|---|---|---|---|---|---|
| 1. | Republican Convention | Westinghouse | Ketchum, MacLeod & Grove | CBS | 170 | 7 p.m.-concl. | 14,454 |
| 2. | Ed Sullivan Show | Lincoln-Mercury | Kenyon & Eckhardt | CBS | 180 | Sun., 8-9 | 12,593 |
| 3. | Democratic Convention | Westinghouse | Ketchum, MacLeod & Grove | CBS | 170 | concl. | 12,155 |
| 4. | Republican Convention | Oldsmobile<br>RCA<br>Sunbeam | D. P. Brother, Kenyon & Eckhardt, Perrin-Paus | NBC | 142 | concl. | 11,571 |
| 5. | G.E. Theatre | General Electric | BBDO | CBS | 153 | Sun., 9-9:30 | 10,257 |
| 6. | Lawrence Welk Show | Dodge Div. of Chrysler | Grant Adv. | ABC | 192 | Sat., 9-10 | 10,147 |
| 7. | Cavalcade of Sports | Gillette | Maxon | NBC | 161 | Fri., 10-10:45 | 10,111 |
| 8. | $64,000 Challenge | P. Lorillard<br>Revlon | Young & Rubicam<br>C. J. La Roche | CBS | 111 | Sun., 10-10:30 | 10,074 |
| 9. | Climax | Chrysler Corp. | McCann-Erickson | CBS | 162 | Thurs., 8:30-9:30 | 9,782 |
| 10. | Gunsmoke | Liggett & Myers | Cunningham & Walsh | CBS | 148 | Sat., 10-10:30 | 9,746 |

| Rank | ‡Average Audience, Tv Homes Reached (000) |
|---|---|
| 1. | Ed Sullivan Show 9,636 |
| 2. | $64,000 Challenge 9,308 |
| 3. | G.E. Theatre 9,235 |
| 4. | Gunsmoke 9,162 |
| 5. | What's My Line 8,432 |
| 6. | Alfred Hitchcock Presents 8,432 |
| 7. | Undercurrent 7,921 |
| 8. | Charles Farrell Show 7,848 |
| 9. | Lawrence Welk Show 7,483 |
| 10. | Cavalcade of Sports 7,410 |

| Rank | *Total Audience, % of Tv Homes Reached |
|---|---|
| 1. | Republican Convention —CBS—Eve. 41.2 |
| 2. | Ed Sullivan Show 36.1 |
| 3. | Democratic Convention —CBS—Eve. 34.7 |
| 4. | Republican Convention —NBC—Eve. 33.3 |
| 5. | Lawrence Welk Show 29.7 |
| 6. | G.E. Theatre 29.6 |
| 7. | $64,000 Challenge 29.6 |
| 8. | What's My Line 29.1 |
| 9. | Cavalcade of Sports 28.6 |
| 10. | Climax 28.5 |

| Rank | *Average Audience, % of Tv Homes Reached |
|---|---|
| 1. | Ed Sullivan Show 27.6 |
| 2. | $64,000 Challenge 27.4 |
| 3. | What's My Line 27.0 |
| 4. | Gunsmoke 26.7 |
| 5. | G.E. Theatre 26.6 |
| 6. | Alfred Hitchcock Presents 25.3 |
| 7. | Undercurrent 22.7 |
| 8. | Charles Farrell Show 22.3 |
| 9. | Lawrence Welk Show 21.9 |
| 10. | Climax 21.5 |

[Details on Programs in Preceding Tables, but Not Listed in Top Table]

| | | | | | |
|---|---|---|---|---|---|
| What's My Line | Jules Montenier<br>Remington Rand | Earle Ludgin<br>Young & Rubicam | CBS | 70<br>111 | Sun., 10:30-11 |
| Alfred Hitchcock Presents | Bristol-Myers | Young & Rubicam | CBS | 110 | Sun., 9:30-10 |
| Undercurrent | Brown & Williamson<br>Procter & Gamble | Ted Bates<br>Young & Rubicam | CBS | 177<br>139 | Fri., 10-10:30 |
| Charles Farrell Show | General Foods<br>Procter & Gamble | Young & Rubicam<br>Grey | CBS | 166 | Mon., 9-9:30 |

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

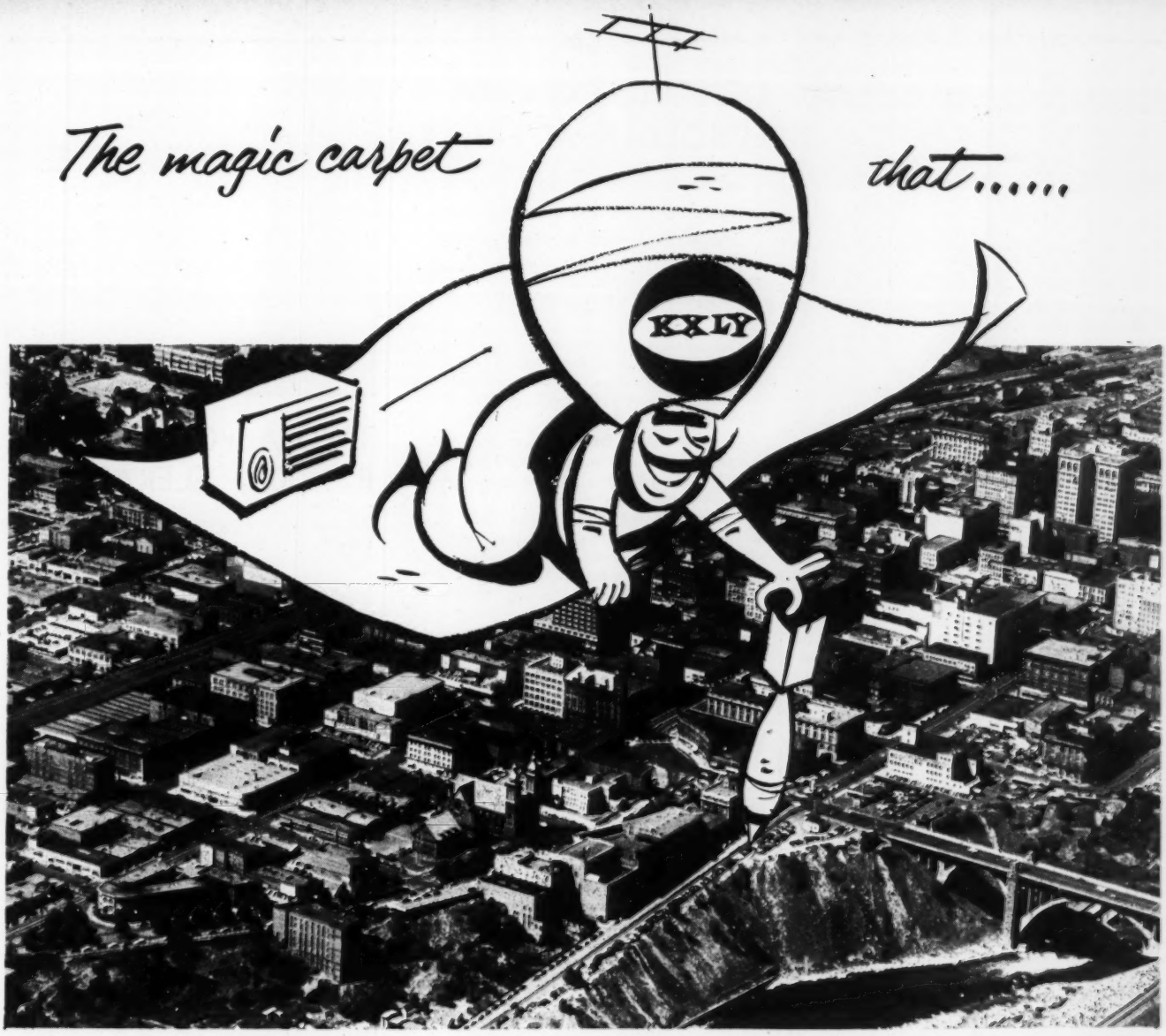
Copyright 1956, By A. C. Nielsen Co.

## VIDEODEX

### TOP TEN TV NETWORK PROGRAMS
### WEEK OF SEPT. 4-10

| Rank | Program | Sponsor | Agency | Network | No. of Stations | Day & Time | % Tv Homes | No. Tv Homes (000) |
|---|---|---|---|---|---|---|---|---|
| 1. | The $64,000 Question | Revlon | BBDO | CBS | 165 | Tues., 10-10:30 | 32.1 | 11,227 |
| 2. | Ed Sullivan Show | Lincoln-Mercury | Kenyon & Eckhardt | CBS | 180 | Sun., 8-9 | 31.2 | 10,694 |
| 3. | The $64,000 Challenge | P. Lorillard<br>Revlon | Young & Rubicam<br>C. J. LaRoche | CBS | 111 | Sun., 10-10:30 | 27.7 | 8,464 |
| 4. | Climax | Chrysler Corp. | McCann-Erickson | CBS | 162 | Thurs., 8:30-9:30 | 26.6 | 8,901 |
| 5. | The Honeymooners | Buick Div. of General Motors | Kudner | CBS | 187 | Sat., 8-8:30 | 26.2 | 8,992 |
| 6. | Dragnet | Liggett & Myers | Cunningham & Walsh | NBC | 169 | Thurs., 8:30-9 | 25.9 | 8,939 |
| 7. | Lawrence Welk | Dodge Div. of Chrysler | Grant Adv. | ABC | 192 | Sat., 9-10 | 25.5 | 9,043 |
| 8. | G.E. Theatre | General Electric | BBDO | CBS | 153 | Sun., 9-9:30 | 25.4 | 8,320 |
| 9. | Phil Silvers | R. J. Reynolds<br>Amana Refrigeration | Wm. Esty<br>Maury, Lee & Marshall | CBS | 169<br>151 | Tues., 8-8:30 | 25.3 | 8,360 |
| 10. | Studio One | Westinghouse Electric | McCann-Erickson | CBS | 99 | Mon., 10-11 | 24.6 | .... |
| | I've Got A Secret | R. J. Reynolds | Wm. Esty | CBS | 170 | Wed., 9:30-10 | .... | 8,163 |

Copyright, Videodex Inc.




# COVERS THE EMPIRE!

## FROM CANADA TO OREGON, FROM THE CASCADES IN WASHINGTON TO THE MONTANA ROCKIES . . .

*Inquire about the bonus merchandising service KXLY-TV advertisers may qualify for: TELEMARKET and PARADE OF PRODUCTS*

No other advertising medium in the billion and half dollar Inland Empire reaches as many buyers as KXLY-TV! Only from 6,018 feet Mt. Spokane can your message reach ALL the television receivers in this big segment of the great, booming Northwest! Proof that the "magic carpet" covers the Empire best is the fact that more local advertisers use KXLY-TV than the other two stations combined. Plan to blitz this rich package of consumers with a sales bomb from the "magic carpet that covers the empire!" Write for complete market and coverage information.

**KXLY TV** channel 4

*The station with a million friends!*

**REPRESENTATIVES: AVERY-KNODEL**
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS • ATLANTA

SEATTLE-PORTLAND
**ART MOORE AND ASSOCIATES**

**Thomas S. Andrews,** regional director, eastern division, Martin-Senour Paint Co., to firm's Chicago headquarters as director of marketing.

**R. T. McClaughry,** from Needham, Louis & Brorby Inc., Chicago, to J. R. Pershall Co., same city, as copy supervisor.

**Elizabeth Axelsen** appointed art buyer, J. M. Mathes Inc., N. Y.; **Mary Lee Hammesfahr** named assistant art buyer.

**John O. Gunn,** public relations manager, Cleveland Illuminating Co., to Bozell & Jacobs, N. Y.

**Alexander H. Gunn III,** vice president of J. Walter Thompson Co., Chicago, appointed chairman of agency-educator committee of American Assn. of Adv. Agencies' central region.

**Clayton Huff,** assistant treasurer, BBDO, N. Y., elected president, Advertising Agency Financial Management Group, succeeding **Fredric J. Becker** of Charles W. Hoyt Co., N. Y.

**Havis Medwick,** business manager, radio-tv dept., Ruthrauff & Ryan, N. Y., conducting evening course in radio-tv program production at New York U.

**Murray W. Gross,** account executive, Emil Mogul Co., N. Y., appointed lecturer in marketing at evening session of College of The City of New York's Bernard Baruch Div.

### RATING SERVICE PEOPLE

**Elliott W. Robbins,** formerly with Sylvania Electric Products Inc., named publicity director of Broadcast Div. of A. C. Nielsen Co., N. Y. He succeeds **Murray Harris,** resigned earlier this year to join IBM. **David A. Traylor,** Nielsen N. Y. station index department, promoted to account executive for Nielsen Coverage Table No. 2, firm's local area radio-tv measurement service.

## Achoo-sey Method

GROVE Labs, St. Louis, which has allocated $5 million for its fall-winter campaign on behalf of Bromo-Quinine, 4-Way cold tablets and Citroid compound, has retained the services of a major—but unidentified—private weather forecasting firm which claims to be able to predict cold epidemics in various segments of the country.

The campaign got under way last week in over 90 markets as Grove's Clayton Labs Division (Citroid), launched a $1.9 million drive in magazines, newspapers and radio-tv. Citroid will place its radio-tv on no set schedule, but will hit in those markets designated as most susceptible to cold epidemics. This drive, lasting 18 weeks will be conducted through Dowd, Redfield & Johnstone.

Roughly the same pattern will be followed for Beaumont Div.'s 4-Way and Bromo-Quinine, it was understood. Bromo-Quinine, through Benton & Bowles, New York, will spend $1.5 million, with radio-tv supplementing a heavy magazine push, and 4-Way, through Harry B. Cohen Adv., New York, also will allocate $1.5 million, the bulk of it in radio-tv spot.

In all three campaigns timebuyers will concentrate on the 20 geographic districts "serviced" by the weather forecaster.



# OFFICIAL EXPANDS EUROPEAN ACTIVITY

**Sales and servicing organizations established and four new properties are under consideration in conjunction with Sapphire Films, London.**

IN AN expansion of its activities in Europe, Official Films Inc., New York, last week announced the establishment of a sales and servicing organization abroad and plans for new production as well as enlargement of technical facilities in Britain.

Herman Rush, Official vice president in charge of sales, following a four-week tour of Europe disclosed that an international sales organization has been formed with offices or representatives in London, Berlin, Paris, Rome, Belgium and Sweden. He said branch offces will be provided with complete set of prints and promotional materials and will function autonomously, reporting directly to Official's headquarters in New York.

Official currently is making arrangements to dub its properties into Italian, French and German, Mr. Rush said, to meet the "definite potential" that exists in the European market. Outside of Britain, Mr. Rush listed The Netherlands, Belgium, France, Italy, Luxembourg, Monaco, Saar Basin, Switzerland, Western Germany and Sweden as comprising the basic market for American films. He estimated the number of tv sets in Europe at present as 7,316,600.

Harold L. Hackett, president of Official, who also returned from a business trip to Europe, revealed four new properties are under consideration for production in Britain by Official, in conjunction with Sapphire Films Ltd. Mr. Hackett said two of the four properties will be chosen for production, with initial delivery of first prints set for April 1957. The programs under consideration, according to Mr. Hackett, are *The Highwayman,* classic adventure series; *Sword for Hire,* costume-adventure show; *Marco Polo,* and *Three Just Men,* based on Edgar Wallace's detective novel.

Sapphire Films, Mr. Hackett said, is having additional sound stages built at the Nettlefold Studios to accommodate the increased production and also is installing new technical facilities to handle Official's dubbing operation.

## Official Films Re-Elects Officers, Board Members

OFFICERS and board members at Official Films Inc., New York, were re-elected last week at the company's annual stockholders meeting held at Official's offices in Ridgefield, N. J.

Those re-elected were Harold L. Hackett, president; Herb Jaffe, vice president; Herman Rush, vice president; Seymour Reed, secretary-treasurer; Grace Sullivan, assistant secretary; Lee Moselle, general counsel; Isaac D. Levy, Herbert Siegel and Robert Birnheim, directors.

Mr. Hackett told stockholders that because of Official's "improved financial condition," he felt "very optimistic" regarding a plan for declaration of a dividend payment to the company's more than 5,800 shareowners this year and "for many years to come." He added that announcement of Official's final figures for the fiscal year ended June 30 is expected in early November, and said the company would initiate the issuance of quarterly reports at that time.

## Ziv 'Airlifts'

ZIV Television Programs has established a monthly "airlift" to shuttle more than 100 actors, technicians and production personnel 6,000 miles every 30 days for filming of the *West Point* series, which was launched on CBS-TV last Friday (8-8:30 p.m. EDT). Under the current production schedule for the half-hour series, half of the footage is being shot on location at the U. S. Military Academy, New York, and the remainder at Ziv Tv's Hollywood studios.

# TWO APPOINTED BY RKO TELERADIO

IN ANOTHER step in the organizational growth of RKO Television [B•T, Sept. 24], William Finkeldey, syndicate manager, last week announced the appointments of Max Bradbard as eastern sales manager and William Gorman as western sales manager of the RKO Teleradio Pictures subsidiary.

Mr. Bradbard has been an account executive

MR. BRADBARD MR. GORMAN

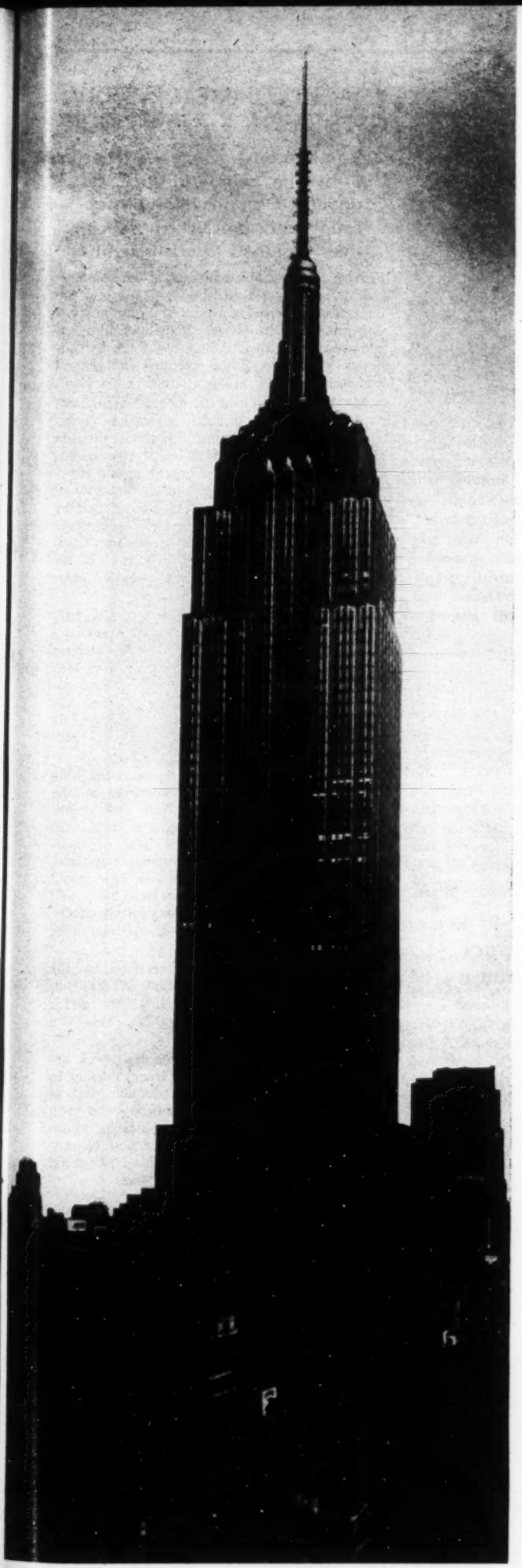
with the Film Div. of General Teleradio Inc. since 1953 (RKO Television has assumed the activities of the Film Div.) He formerly was an announcer at WHIT New Bern, N. C., and WAAB Worcester, Mass. Mr. Bradbard will operate out of RKO Television's New York headquarters.

Mr. Gorman, an account executive with GT's Film Div. since 1955, previously had been assistant sales manager for WOR-TV New York. He also has been an account executive with KFI-AM-TV Los Angeles and General Teleradio-owned KHJ-TV in that city. Mr. Gorman has established headquarters in Los Angeles.

## Stock Issue Substituted For Disney Debenture Plan

WITHDRAWAL ot Walt Disney Production Inc.'s proposed issue of debentures and the substitution of a new common stock offer to present shareholders was announced last week by President Roy O. Disney. The new offer of 186,500 shares will raise about $3.7 million in lieu of the $7.5 million expected from the debenture plan [B•T, Sept. 24].

Present stockholders may buy one share of the new issue for each seven shares now held, Mr. Disney explained. Purchase price is $20, about current market value. Atlas Corp., now about 17% owner of the Disney firm, has offered to buy all new stock not taken by other stockholders. The Disney family stock totals about 54%.



# WABC-TV IS NEW YORK

*More and more, WABC-TV is reflecting New Yorkers' habits and needs. It is an integral part of a complex living pattern that encompasses cliffdwellers and suburbanites.*

*Paced at a level that reflects the potent ascendancy of the network, WABC-TV is an entertainment and sales-producing medium that truly is New York in every way.*

Channel **7**

**WABC-TV,** New York **WBKB,** Chicago **WXYZ-TV,** Detroit
**KABC-TV,** Los Angeles **KGO-TV,** San Francisco
Owned and operated by the
**American Broadcasting Company**

## Loew's Inc. President Submits Resignation

ARTHUR M. LOEW last week announced he has submitted his resignation as president of Loew's Inc., but will continue as president of Loew's International, the foreign sales and importing branch of the company. Mr. Loew said that he "wanted to make certain that the pressures of the job would not affect my health" in announcing his resignation.

The Loew's board will act upon Mr. Loew's resignation, effective Nov. 15, at its next meeting (Oct. 17). Loew's set up a television operation several months ago [B•T, June 25].

On top of Mr. Loew's resignation, it was reported Friday that Paul D. Mannheim, a partner of Lehman Bros. and Charles J. Steward, a partner of Lazard Freres, both New York investment houses, had submitted their resignations from the Loew's board. A company spokesman confirmed this action, but declined to comment on speculation that this move might lead Mr. Loew to reconsider his resignation.

## DuMont Invades Hollywood With Improved Electronicam

AN ESTIMATED 350 Hollywood film directors, producers, financiers and other executives gathered on "Stage 4" of Paramount-Sunset Studios last Monday to witness the west coast unveiling of Allen B. DuMont Labs' improved mobile Electronicam system.

Coupling the electronic advantages of television to standard Mitchell motion picture cameras, the Electronicam was described as designed to cut production time and costs which are constantly soaring in the film field, both theatrical and tv. The Hollywood demonstration, however, was aimed principally at the theatrical market. The new Electronicam was displayed several weeks ago in New York [B•T, Sept. 17, 3].

The Electronicam is the newest of technical developments which Paramount-Sunset is leasing to film producers using the lot's reconstructed rental facilities.

Electronicam was introduced by Ralph Austrian, western manager for DuMont, in a demonstration which featured the filming of an actual drama sequence. The finished film was projected later. Other DuMont officials attending included President David T. Schultz and Vice President Keeton Arnett. Cooperating with Mr. Austrian in the demonstration was Stanton M. Osgood, general manager of Paramount-Sunset Studios.

Similar demonstrations were held at Paramount-Sunset Studios through the remainder of last week, with several hundred film representatives attending each session. For the next two weeks, DuMont officials will hold training courses for technicians in the operation of Electronicam.

## Short Subjects Department Put Into Operation by NTA

ESTABLISHMENT by National Telefilm Assoc., New York, of a short subjects department to handle servicing requirements for the Paramount library of 1,500 films was announced last week by Ely Landau. Appointed to head the new unit is Morrie Roizman, who has been active in various phases of the film industry for more than 25 years.

The Paramount library consists of four "sub-libraries"—"Cartoon Carnival," "Show Business," "Jest for Laughs" and "Change of Pace," plus specialty packages including "Unusual Occupations," "Spectacular Reviews," "Little Lulu," "Color Cruises and Musical Romances," "Grantland Rice Sportlights," "Pictorials," "Betty Boop," "Speaking of Animals" and "Inkwell Imps." Headquarters for the short subjects department has been set up by NTA in the Pathe Labs Bldg. at 105 E. 106th St., New York.

KPHO-TV Phoenix will use Ziv-Tv's *Highway Patrol* twice weekly (Tuesday and Friday nights) this fall with two different sponsors. Blakely Service Stations will sponsor the Friday night show, consisting of new second-year features of the series, and Western Savings & Loan Assn. will sponsor re-runs of last year's shows on Tuesdays. Completing the arrangements are (l to r): John Driggs, Western vice president; KPHO-TV General Manager Richard B. Rawls; Blakely President Monty Blakely, and Les Lindvig, KPHO-TV local sales manager.

## 150th Spot Tv Contract Completed by Playhouse

PLAYHOUSE PICTURES, Hollywood animation studio, has completed its 150th television spot contract. Produced for the 1957 Ford through J. Walter Thompson Co., New York, over 4,500 reels of Ford spots were placed in the mails to 250 television stations throughout the U. S.

Since the studio's formation in 1952, over 20,000 feet of animated film have been produced for television, President Adrian D. Woolery reported. This includes 450 different animated commercials and over 22,000 copy reels of film.

Mr. Woolery also reported that Playhouse is producing a series of 30-second animated color openings for the *Tennessee Ernie Ford Show* (also for JWT), which began its fall season last Thursday on NBC. He said that at least 25% of Playhouse's production will be in color animation during the next year.

Production at the studio is up 200% for the first six months of this year, he said. Based on the number of current contracts held by the firm, this figure is expected to go even higher by the end of the year. Playhouse has created original animated spots for such accounts as Ford, DeSoto, Falstaff beer, Campbell soup, Heinz, Tums, Remington Rand, Kaiser Aluminum, Schlitz, Burgermeister and A-1 beers.

## ROACH COMMERCIAL DIV. GETS AGENCY 'NEW LOOK'

**Van Keuren says there will be a tv film counterpart of ad agency account units with account and production executives assigned to each client.**

PLANS to reorganize and expand the commercial division of Hal Roach Studios along the lines of an advertising agency with autonomous units assigned to service individual film accounts was revealed to B•T last week by Sidney S. Van Keuren, vice president and general manager of Roach Studios, Culver City, Calif.

Mr. Van Keuren said the recent appointment of Frank Shea as director of eastern operations in New York for the commercial division [B•T, Sept. 17] was only the first step in this direction. He said the new organizational structure accompanying the eastern expansion of commercial operation has been necessitated by the division's 67% increase in billings over last year's total of more than $2.2 million. Cecil Underwood is overall managing director of the commercial division, headquartering at Culver City.

The Roach commercial division will set up a tv film counterpart of the advertising agency's account units, each comprised of an account executive, production chief, art director, etc., and each assigned to service an individual account, Mr. Van Keuren explained. To accomplish this "personalized service" structure, he said, additional executives and technical people will be added to the division.

The Roach vice president reported the bulk of commercial filming will continue at the Culver City lot, although the New York operation is designed to provide agencies there with "live" action filming at their base of operations. When production requirements demand, he said, a Culver City production unit would go to New York to assist the New York unit involved. Special effects and optical effects, plus editing and processing, will continue to be handled at Culver City.

Accounts currently being serviced by the Roach commercial division include AT&T, Bulova Watch Co., Nestle Co., Hills Bros. coffee and Johnson wax, among others, Mr. Van Keuren said.

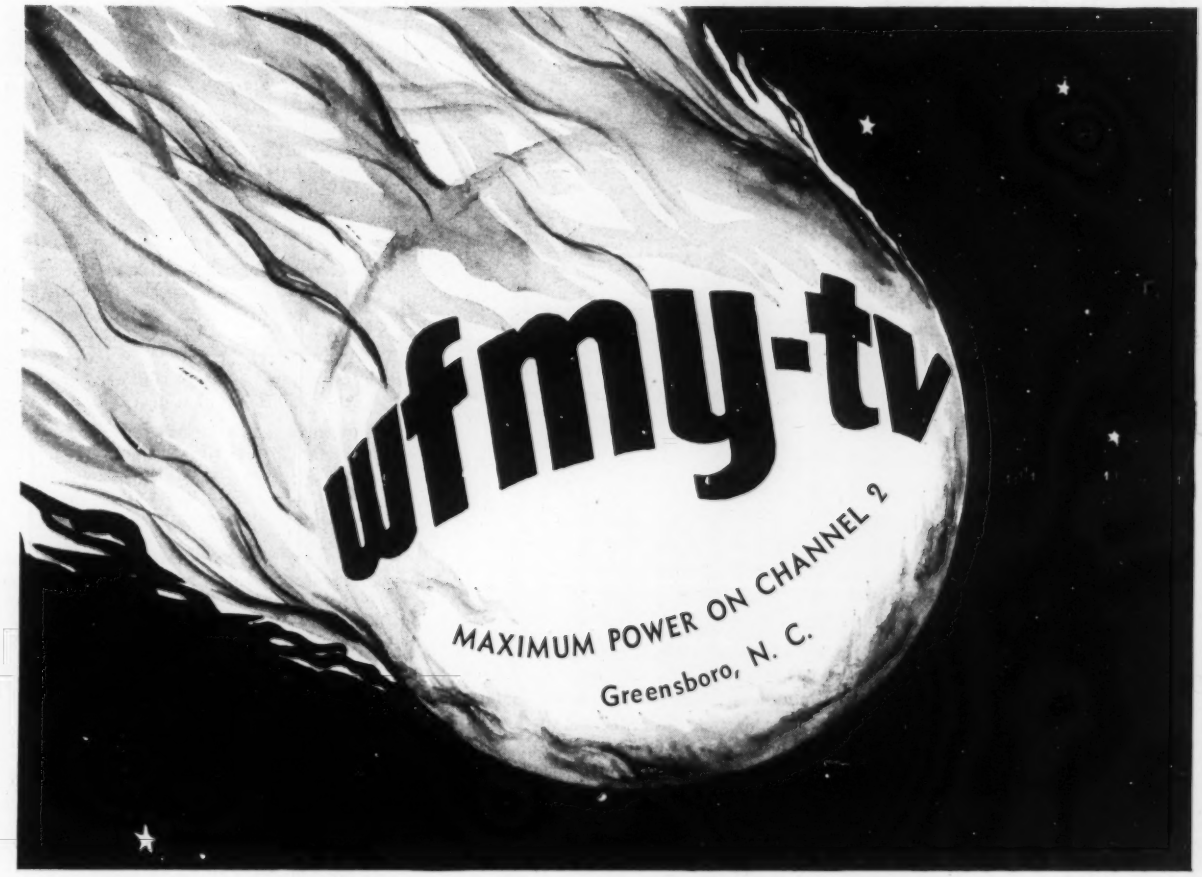
Meanwhile, Mr. Van Keuren last week announced the appointment of Irene Teasley to the commercial division's production staff at Culver City. Miss Teasley formerly was with Film Opticals Inc., and Tv Graphics Inc., both New York. In her new post she will be production assistant to Jack Glass, head of special and photographic effects department.

## 'Golden Playhouse' Placed In 40 Markets by Esso Oil

ESSO STANDARD OIL Co., New York, will sponsor an Official Films series, entitled *Golden Playhouse*, in 40 eastern markets starting this month. The program is the first dramatic series to be sponsored by Esso, a veteran news program advertiser in both television and radio.

The series is a combination of 55 selected half-hour shows from *Four Star Playhouse*, and *Stage Seven*. In more than 26 of the 40 markets, *Golden Playhouse* will be first run.

The Esso Standard commercials will be the same as those produced for *Your Esso Reporter* and presented locally by Esso. McCann-Erickson, New York, is the agency.

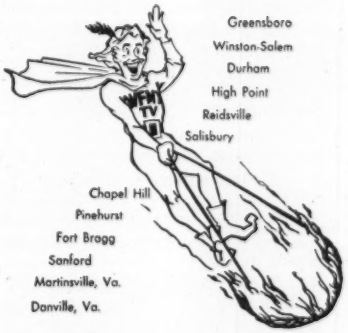



# A Ball of Fire...

in sales results is **yours** in the Prosperous Piedmont section of North Carolina and Virginia with WFMY-TV. Blaze away to glory . . . and increased profits too . . . by calling your H-R-P man today for full information on this top TV market of the nation, **completely covered only by WFMY-TV.**

50 Prosperous Counties • 2 Million Population

$2.5 Billion Market • $1.9 Billion Retail Sales




**WFMY-TV . . . Pied Piper of the Piedmont**
**"First with LIVE TV in the Carolinas"**

## wfmy-tv
## *Channel 2*

**GREENSBORO, N. C.**

*Represented by*
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

Basic CBS
Since 1949

## CBS Newsfilm Celebrates Third Year of Operation

CBS Newsfilm has marked its third anniversary as an organization providing news film footage to stations for locally-produced programs amid predictions from officials that the future is "bright" for the operation.

Howard L. Kany, manager of CBS Newsfilm since its inception Sept. 28, 1953, reported that the unit currently is servicing more than 80 tv stations through the U. S. and abroad and over the past three years has provided newsfilm to more than 100 stations. His optimism for the future was based on the observation that newsfilm does not compete with tv networks, since local news shows "have always been an integral part of station programming with high ratings because of the happy combination of world-wide and local news."

Mr. Kany noted that there are currently three tv news services but that CBS is the only company which provides filmed news exclusively for television, with the other two organizations (INS-Telenews and UP Movietone News) also active in the theatrical field.

In an average week, according to Mr. Kany, CBS Newsfilm supplies stations with 12 minutes of footage a day, five days a week, covering about 60 stories and about 2,300 feet of film. He said the weekly output by subject matter shows 70% of the stories to be of domestic origin and 30% from foreign countries. The film footage is provided by 450 full or part-time cameramen in the U. S. and abroad.

## Keitz & Herndon Furnishing Pretested Film Commercials

KEITZ & HERNDON, Dallas film producer, is offering its clients "pretested" television film commercials through an arrangement with Southwest Research Inc., Dallas.

The commercials are pretested before a panel containing a cross section of all economic levels. Mixed groups of all ages are used, depending on the type of product being tested. Respondents complete varied questionnaires and a minimum of 100 replies are obtained for each commercial.

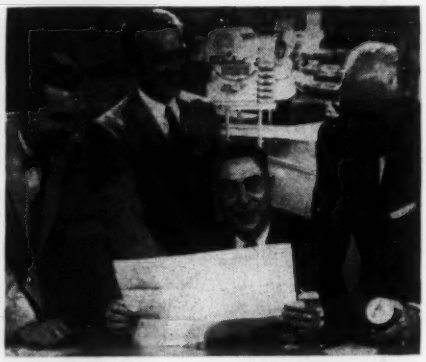
Larry Herndon, Keitz & Herndon partner, said the method also is used to retest a commercial over a period of months, or years. "It may be evaluated as more effective than ever before. But, perhaps it has lost its appeal," he stated. No more than six spots are shown at any one presentation.

"Research can give us some of the answers that may save clients hundreds, even thousands of dollars," Mr. Herndon concluded.

## Screen Producers Absorb Hollywood Tv Film Men

INTEGRATION of the National Society of Television Producers with Screen Producers Guild, Hollywood, was virtually completed last week with the announcement by SPG that 26 NSTP members have been accepted in SPG. The merger had been voted earlier this year [B•T, Aug. 6].

Louis F. Edelman, SPG membership chairman, announced that total membership is now at a record high of 180. SPG was formed in 1950 and represents 95% of all producers of U. S. feature films while NSTP, founded in 1949, represented a majority of Hollywood's tv production executives.



CHECKING the renewal contract calling for Independent Grocers Assn. to sponsor *IGA First Night Theater* on KTVT (TV) Salt Lake City are (l to r) Jay Lloyd, account executive; W. E. Featherstone, Featherstone Adv. agency; Matt Kommel, IGA advertising manager, and KTVT Sales Manager Hack Woolley. The weekly series began on KTVT under IGA aegis in 1953.

## Kaiser Plans Hawaii Studios

TO HELP film production in the Pacific, a motion picture studio costing $500,000 and financed by industrialist Henry J. Kaiser will be built in Hawaii, it was announced last week by Edward M. Gray, vice president of the western division of National Telefilm Assoc. and personal friend of Mr. Kaiser. Facility will include two large sound stages convertible to four. Studio will serve both tv and theatrical producers.

## White Produces Own Shows

SAM WHITE, producer of the CBS-TV *My Friend Flicka* series for the past 15 months, is leaving TCF Television Productions to devote time to his own television properties. First of these to receive Mr. White's attention will be *Rawhide Riley*, an outdoor action show starring Richard Arlen. Five episodes already have been filmed. While at TCF-TV, Mr. White produced 26 of the first 39 episodes of *My Friend Flicka* and prepared 10 scripts for the show's forthcoming season.

## Warner Sales Now at 75

ASSOCIATED Artists Productions, New York, last week reported that total sales on its catalogue of Warner Bros. feature films have reached the 75 mark, with latest purchases by WATE (TV) Knoxville, WPRO-TV Providence, WDSM-TV Duluth, KFMB-TV San Diego and WFGA-TV Jacksonville.

## Fox Package Sold to 125

TOTAL SALES on the package of 52 20th Century-Fox feature films have reached the 125 mark, with latest sales to 18 stations, it was announced last week by Harold Goldman, vice president in charge of sales for National Telefilm Assoc., New York. Among those buying the package were WNAC-TV Boston, WCCO-TV Minneapolis, WHO-TV Des Moines, KHQ-TV Spokane, WAFB-TV Baton Rouge and WDSU-TV New Orleans.

### FILM SALES

**Guild Films Co.,** New York, reports sale of its musical programs, the *Liberace, Frankie Laine and Florian Zabach Shows,* to WTTG (TV) Washington; WAIM-TV Anderson, S. C.; KGEO-TV Enid, Okla.; KOMU-TV Columbia, Mo.; WGEM-TV Quincy, Ill.; WTCN-TV Minneapolis; KTAG (TV) Lake Charles, Ind.; CJBR-TV Rimouski, Canada; CBWT (TV) Winnipeg, Canada, and CJCB-TV Sydney, Canada.

**Bud Wilkinson Productions,** Oklahoma City, Okla., has announced sale of *Bud Wilkinson Show* to two more stations, KSTP-TV St. Paul, Minn., and KGNC-TV Amarillo, Tex., bringing to 43 the number of stations to buy 39 quarter-hour package. Sport Lite Inc., Chicago, handles national distribution of series.

**INS-Telenews,** N. Y., has sold *This Week in Sports* to WKOW-TV Madison, Wis., and WTAR-TV Norfolk, Va. INS-INP 35mm transparency service sold to Viguie Film Productions, San Juan, P. R.

**MCA-TV Film Syndication Div.** has announced purchase of 1,246 half-hour and quarter-hour films by WISN-TV Milwaukee. Contract involves *Lone Wolf, Ray Milland Show, Man Behind the Badge, Curtain Call, Headline, Famous Playhouse, Pride of the Family* and *Playhouse 15.*

### FILM RANDOM SHOTS

**Richard H. Ullman Inc.,** Buffalo, N. Y., film producer, announces opening of west coast sales office at 301 S. Kingsley Dr., Los Angeles 5, Calif. Telephone is Dunkirk 7-2423.

**Film-Art Service,** N. Y,. company providing animation service for film producers, is distributing footage conversion chart to film producers, designed to show "at a glance" number of animation frames to foot of film. Copies of card are available from Film Art Service, 41 W. 47th St., New York 36, N. Y.

**Illustrated Films Inc.,** new corporation, has been formed to produce animated tv commercials. Firm's address is 8460 Santa Monica Blvd., Hollywood, Calif. Officers are: **Norman Maurer,** president; **Moe Howard,** vice president; **Leon Maurer,** secretary-treasurer.

### FILM PEOPLE

**Carol Orenstein,** former copy chief, Allen Christopher Adv., N. Y., to Filmack Studio, N. Y., specialists in tv announcement films, as advertising-promotion manager.

**Barbara Baldwin,** formerly with N. Y. office of United Productions of America, joins Animation Inc., Hollywood, as scene planner and animation checker.

**Elliot Schick,** formerly producer-director with numerous Hollywood production firms, to executive staff of film division United Film & Recording Studios, Chicago.

**Ralph J. Del Corso,** research manager, Modern Talking Picture Service Inc., N. Y., named director of public relations television for Modern-Tv, N. Y., division of MTPS, and will handle distribution of public relations films to tv stations through regional centers in New York, Los Angeles and Chicago.

**Jeanne Ramsey,** formerly account executive and director of radio and television with J. W. Rike Adv., Corpus Christi, Tex., named to syndicate sales department of Screen Gems, N. Y.

**ARE YOU GETTING INDIVIDUAL MARKETING ATTENTION WITH YOUR ADVERTISING?**

# You do in Milwaukee at WISN

The value of marketing and merchandising as an aid to advertising in today's highly-competitive economy cannot be over-emphasized. So important is it in Milwaukee that WISN-TV and WISN Radio maintains a separate department to execute its functions. It is the most comprehensive service of its kind in Milwaukee broadcasting. Most of its features are exclusive with us.

## and it doesn't cost station advertisers a cent!

The individual merchandising needs of any type of advertiser are quickly and extensively fulfilled because of constant contact with food, drug, manufacturing and other distributors, brokers and retailers.

In the food field, for example, WISN arranges for displays in A&P, IGA and Sentry food stores; runs product ads for station advertisers in a monthly publication sent to 1,092 grocers; explains advertising programs to local sales outlets; makes regular calls on distributors and sends monthly reports to advertisers on services rendered.

A long list of satisfied sponsors attests to the success of merchandising programs for other types of sponsors. No matter what the product or objective, WISN creates the plan that enables the advertiser to reach even the most extensive marketing and merchandising goals.

Why not let us solve your marketing or merchandising problem, today?

1150 WISN Milwaukee RADIO

John B. Soell, Director

12 WISN-TV CHANNEL MILWAUKEE

BASIC ABC AFFILIATES

Represented by Edward Petry & Co., Inc.

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

# RKO-MUTUAL INTEGRATION PLAN DRAFTED; MOVIE, NETWORK ENDS TO AID EACH OTHER

**Controversial affiliation plan shelved pending trial of new system, which will find RKO stars appearing on network programs; network promoting films. President Poor says an RKO representative will be available to all (540) affiliates to expedite clearance problems.**

INTEGRATION-COORDINATION of allied operational functions of Mutual and RKO Radio Pictures was announced last week by Thomas F. O'Neil, president and board chairman of the parent RKO Teleradio Pictures.

The movie company's personnel and facilities will be available to Mutual for station relations, sales, sales service, news and program liaison purposes, while its stars and story material will be available for programs, and the two organizations will work more closely in promoting and exploiting each other's products.

Coincident with the announcement came disclosure that the effective date of the controversial new MBS affiliation contracts—which had been set for Nov. 1 "regardless" [B•T, April 23, *et seq*]—had been postponed indefinitely. MBS President John B. Poor said members of the Mutual Affiliates Advisory Committee requested the postponment "pending further study" after he had explained the coordination-integration plan to them in a meeting in Chicago last Monday.

Mr. Poor quoted John W. Betts, MAAC chairman and manager of WFTM Maysville, Ky., as saying the new RKO-MBS alignment "obviated" some of the provisions of the new contract plan. Later, Mr. Poor explained to B•T that this referred especially to station clearance provisions.

In order to solve the clearance problem, the new contract had provided, among other things, that affiliates would "pre-clear" 16 hours a week for network programming. If the use of RKO field men in clearing stations for network advertisers works as well as Mutual thinks it should, Mr. Poor said, the "pre-clearance" provisions of the new contract shouldn't be necessary.

He pointed out that through RKO, Mutual now will have 32 field offices throughout the U. S. available to go to work on clearing stations when quick clearances are needed to button up a sale. The setup, he said, should give Mutual "the fastest, most comprehensive and most efficient station relations pattern ever devised for network radio."

Whether the new plan will result in cutbacks among Mutual personnel was not immediately ascertained. Mr. Poor said there "might be some in some areas," but that the plan had been adopted with an eye to improving efficiency rather than to making cutbacks.

Mr. Poor acknowledged that affiliate opposition to the new contract—or failure to accept it promptly—had entered into the decision to postpone its effective date indefinitely. He estimated about 200 stations, out of Mutual's approximately 540 affiliates, had sent in signed contracts, and said others had promised verbally but never had gotten around to it. Affiliates of Mutual's Yankee and Don Lee networks, and also Mutual's owned stations, it was understood, were exempt from the new terms.

Principal features of the contract were reduction of option time and the agreement by stations to "pre-clear" 16 hours a week for network programs, for which their compensation would be paid not in money but in additional free programs for local sale. A similar plan three years ago was shelved by affiliate opposition.

### Contacts and Clearances

Aside from the RKO performers and program material being made available to Mutual, Mr. Poor thought the greatest assistance the network would get from the plan probably would be in the field of station clearances and contacts.

"We plan to divide the country into sections," he said, "so that no MBS station—and we have 540 of them—will be more than a couple of hundred miles from the office of an RKO field man." He noted that special telephone loops and teletype facilities already link Mutual and RKO offices in such key cities as New York, Boston, Chicago and Los Angeles, and that RKO also has field offices in such markets as Jacksonville, Fla.; Atlanta; Charlotte, N. C.; Philadelphia; New Haven, Conn.; Albany; Buffalo; Washington; Pittsburgh; Cleveland; Detroit; Indianapolis; Cincinnati; Milwaukee; Des Moines; Minneapolis; Omaha; Kansas City; St. Louis; Memphis; Oklahoma City; Dallas; New Orleans; Denver; Salt Lake City; San Francisco, Portland, Ore., and Seattle.

First impact of the RKO-MBS plan, Mr. Poor said, will be felt in programming—and shortly. RKO stars and other contract players, especially those in highly publicized and heavily promoted films soon to be released to theatres,

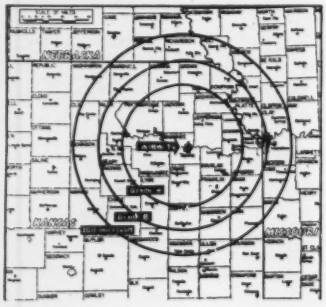

MAXIMUM POWER

WIBW-TV is now operating on the top limits of power allowed by the FCC—a smashing 316,000 watts.

MAXIMUM HEIGHT

Already WIBW-TV's antenna is at its limit of height—1010 feet above the rolling Kansas prairie.

MAXIMUM COVERAGE



WIBW-TV absolutely dominates 20 Kansas Counties. We lay down a clear picture far beyond Kansas City and St. Joseph, Mo., into a total of 567,032 TV homes. Check the new A.R.B. for the TopekAREA. See the across-the-board preference for WIBW-TV.

WIBW-TV Channel 13 VHF
SEE YOUR CAPPER MAN
The Kansas View Point

CBS
ABC

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

# *We're Proud of Our*

# Miss Alabama

# ANNE ARIAIL

Second Runner-up in

**Miss America**

Contest, Atlantic City

## WAPI and WABT exclusive

**Again in 1956, as in all previous years, WAPI and WABT were sponsors of the Miss Alabama contest. These stations are known and esteemed for promoting community projects every day—plus their exclusive broadcaster sponsorship of: Crippled Children's Clinic Football; Maid of Cotton Contest; Fat Calf Show; March of Dimes Auction; etc.**

## WAPI and WABT

## BIRMINGHAM

## Alabama's First Stations in Public Service

WAPI represented by
John Blair & Co.

WABT represented by
Blair-TV

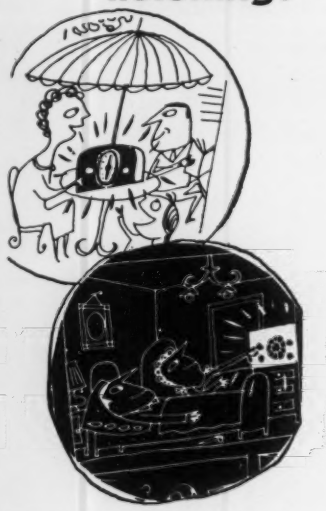
# RADIO SELLS

no matter

***when***

people are

listening!



*Politz finds...**

**...that it is necessary to discard the old image of RADIO as people massed alongside their sets. A SUBSTANTIAL amount of listening goes on virtually ALL THE TIME in each of a variety of places outside the home as well as in it.**

**In Southern New England—where family retail sales are 9% above U. S. average—34.1% of all adult listeners are listening before 7 A. M. And almost EIGHT TIMES as many are listening to WTIC as to any other station serving the area.**

* Alfred Politz Research, Inc.

For complete information on this rich Southern New England Market...

*call CHRISTAL*

*or write directly to*

WTIC

HARTFORD

CONNECTICUT




will be worked into lead and character portrayals on MBS dramatic programs. RKO stars also will make guest appearances on MBS musical and variety shows.

Brad Simpson, Mutual programming director, currently is preparing the first such variety show, which will be world-wide in scope, Mr. Poor reported.

Mr. O'Neil, Mr. Poor and RKO Radio Pictures President Daniel O'Shea pointed out that a similar coordination of RKO Radio Pictures and RKO Television activities earlier this year had set the pattern for the RKO-MBS plan and proved its value. RKO Radio field managers, it was noted, already function as liaison contracts for RKO Television's expanding activities, handling station clearances, sales and sales services and providing promotional and merchandising support as needed.

"We know," Mr. O'Neil said, "that these people are fully aware of the problems unique to supplying films for tv and had experiences with network radio when we introduced "The Conqueror" last winter. To integrate them even more closely into our family of allied entertainment companies and divisions is, accordingly, a logical furtherance of already proved capabilities."

The field representatives, he said, are located in the nation's primary market areas and are continually in touch with MBS station owners and managers. Moreover, he said, RKO's 109 overseas office facilities can serve as contacts to permit an even greater expansion of the news and news-feature activities of Mutual.

Mutual's seven owned radio and five owned television stations also are involved in the integration. It was pointed out that facilities in New York and Los Angeles, especially, have been expanded in recent months in order to increase their service to both Mutual and RKO Television. The old WOR recording studios in New York have been overhauled and include equipment for both high-fidelity recording for radio and tape-recording for television (the latter to be complete about Feb. 1, anticipated delivery date for Ampex tv tape recorders ordered for MBS-General Teleradio usage).

RKO Radio Pictures President O'Shea said that, from the film company's side, the new alignment would offer "incalculable" benefits in promoting new motion pictures. One to be released in the near future is "Bundle of Joy," which stars Eddie Fisher, who already is heard on a twice-weekly program on Mutual, and his wife Debbie Reynolds. Other RKO films to be distributed shortly are "Young Strangers" and "Jet Pilot."

## 'Afternoon Film Festival' Signs Five New Sponsors

FIVE national advertisers have signed as participating sponsors of ABC-TV's *Afternoon Film Festival* (Mon.-Fri., 3-5 p.m. EDT), it was announced last week by Slocum Chapin, vice president in charge of sales for ABC-TV. They are Bon Ami Co., New York, through Ruthrauff & Ryan, New York; Exquisite Form Brassiere Inc., New York, through Grey Adv., New York; Thomas J. Lipton Inc., Hoboken, N. J., through Young & Rubicam, New York; the Norwich Pharmacal Co., Norwich, N. Y., through Benton & Bowles, New York, and Union Underwear Co., New York, through Grey Adv., New York. Mr. Chapin also reported that Knapp-Monarch Co., St. Louis, through Frank Block Assoc., St. Louis, has bought participations in *Famous Film Festival* (Sat., 7:30-9 p.m. EDT).

## McDonald Appointed To NBC Legal Post

APPOINTMENT of Joseph A. McDonald, NBC treasurer and one of the industry's acknowledged experts in broadcast law, as assistant general attorney of NBC was announced last week by Thomas E. Ervin, vice president and general attorney.

MR. McDONALD

Mr. McDonald's successor as treasurer was expected to be announced shortly. The post is expected to go to H. Earl Rettig, now vice president for tv network services.

In addition to his responsibilities as assistant general attorney, Mr. McDonald will continue to direct NBC's political broadcast unit.

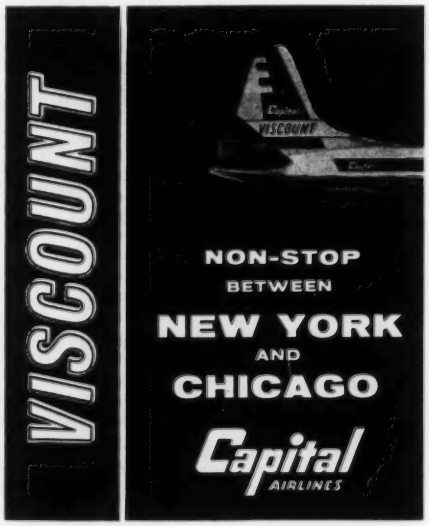
Of the appointment, John M. Clifford, NBC executive vice president for administration, said that "Mr. McDonald now will be more active than ever in the legal affairs of the company. His broad experience and high degree of professional competence will be of even greater value to us in his new position."

Mr. McDonald first joined NBC in 1931. He served in various posts in the legal departments in New York and Chicago until 1945, when he resigned to become general counsel of ABC, where he was elected a vice president in 1946. He returned to NBC as treasurer in 1952.

He has served on many industry committees and is credited with numerous contributions, particularly in the copyright field. He was one of the founders of the Copyright Society of the USA, of which he now is president.

## Levy Sells 'Bride' to CBS

SALE by Parke Levy of his 50% interest in the *December Bride* tv film series to CBS for more than a half-million dollars was announced last week. The contract provides that Mr. Levy, who originated the series, will receive payment over a 12-year period. Mr. Levy will remain as producer and script editor of the show, which is sponsored by General Foods. The series will begin its third year today (Monday) on CBS-TV (9:30-10 p.m., EDT).

## Forgotten Fans

MILWAUKEE baseball fans, who virtually went into mourning over the failure of their Braves to win the National League pennant, last week were denied radio coverage of the Yankees-Dodgers World Series games. Newspapers and local stations reported a flood of telephone calls from fans who were unable to pick up the broadcasts on their sets. The reason: MBS, which possessed the radio rights, has no Milwaukee affiliate causing local fans to rely on pickups from other cities.

## CBS-TV Schedules Actors, Stories for 'Playhouse 90'

CASTING of seven stars and acquisition of six more properties for CBS Television's *Playhouse 90* series have been announced by Martin Manulis, producer of the new weekly 90-minute which just debuted on the network Thursdays (9:30-11 p.m.).

*Playhouse 90* has as its Christmas story "The Family Nobody Wanted", the saga of the Doss family of Redlands, Calif., which relates the tale of a young minister and his wife who adopted twelve children of widely different backgrounds.

F. Scott Fitzgerald's novel "The Last Tycoon" is being adapted for the series by Don Mankiewicz. In the short story field, *Playhouse 90* has bought the rights to Ernest Lehman's story "The Comedian," which Rod Sterling will adapt.

Gore Vidal is working on an original for the series.

Another original scheduled for the series, "Heritage of Anger," being written by Harold Jack Bloom, is a drama of an industrialist bent upon turning his empire over to two sons.

Mr. Manulis also revealed that a play he directed on Broadway, Hagar Wilde's "Made In Heaven," a comedy of matrimony, also will be presented in a new adaption being made by the author.

Broadway and Hollywood stars signed to appear in these and other vehicles scheduled for the *Playhouse 90* include: Ralph Bellamy, Franchot Tone, Laraine Day, Boris Karloff, Tom Drake, Elizabeth Patterson and Rhonda Fleming.

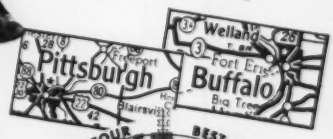
Sponsors signed for *Playhouse 90* include Ronson Corp., through Norman, Craig, and Kummel; Bristol-Myers Co., through Young and Rubicam, and Singer Sewing Machine Co., also Y&R.

## Four New Affiliates Signed By Keystone Broadcasting

KEYSTONE Broadcasting System has announced the signing of four new affiliates, giving it a total of 909 clients. New stations, according to Blanche Stein, station relations director, are WRUS Russellville, Ky.; KGHM Brookfield, and KLPW Union, both Mo., and WGRV Greeneville, Tenn.

At the same time plans were revealed for a Keystone press presentation in Chicago Oct. 18 at the Ambassador East Hotel. Sidney J. Wolf, president, and Edwin R. Peterson, vice president, will be featured speakers. The KBS account is handled by Gourfain-Cobb Adv. Agency, Chicago.

KTNT-TV
CHANNEL 11
316,000 WATTS
Antenna 1,000 Feet Above Sea Level
Serving Seattle-Tacoma and the Puget Sound Area
the population within KTNT-TV's "A" Contour equals that of Buffalo and Pittsburgh Combined
SWIM SUIT BY JANTZEN



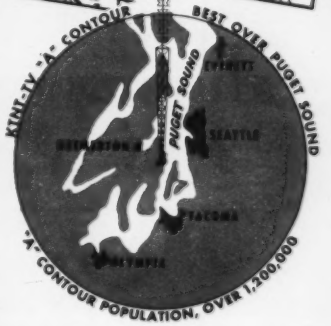

. . . and more than 2 million people live in the ENTIRE area covered by KTNT-TV

. . . *and what's more—*

**Only KTNT-TV has all five**

Of all the television stations in the rich Puget Sound area of Washington State, ONLY KTNT-TV covers all five of the following major cities in its "A" contour:

- Seattle
- Tacoma
- Everett
- Bremerton
- Olympia




*"A" contour area contains OVER HALF of the population of Washington State and accounts for OVER HALF the retail sales of the state.*

KTNT TV CBS
CHANNEL ELEVEN
BASIC

CBS Television for Seattle, Tacoma, and the Puget Sound Area
316,000 WATTS
Antenna height, 1000 ft. above sea level

Represented nationally by
WEED TELEVISION

## Allen Blasts Sullivan; Sullivan Blasts Allen

NBC-TV's Steve Allen and CBS-TV's Ed Sullivan traded verbal blows last week, giving rise to speculation that their "friendly rivalry" in the battle of the Sunday, 8-9 p.m. EDT period is not so friendly. Near week's end, Mr. Allen proffered an olive branch, but Mr. Sullivan would have no part of it.

The statement barrage started Tuesday when Mr. Allen accused Mr. Sullivan "or perhaps someone in his organization" of "pirating" ideas that Mr. Allen originally had conceived. He was most outspoken about programs on Oct. 14 and Oct. 21, on which he planned to present film clips of the motion picture, "Giant," starring the late James Dean, and appearances in person by the late Mr. Dean's aunt and uncle. He said he was "shocked" to learn that Mr. Sullivan had been given the rights by Warner Bros. to the "Giant" premiere for Oct. 14, though he (Mr. Allen) had been negotiating for film clips since last July. On Wednesday, after Mr. Sullivan vigorously denied Mr. Allen's charges and exploded with some choice vitriolic remarks of his own, Mr. Allen softened and said that he did not believe it was "Ed who is making these unethical and cut-throat moves." Mr. Allen offered to apologize "if the facts are now what they seem to be."

Brushing aside Mr. Allen's more conciliatory attitude, Mr. Sullivan asserted: "The whole basis is that he (Mr. Allen) has the Trendex jitters. I'm glad he didn't suggest that I tried to pirate his ratings. Those he can have all to himself."

## One-Shot Job

IN WHAT might well be the first time a separate music company has been established to publish music for a one-shot television program, Chappell Music Co. has set up Remington Music Co., a separate corporate entity to handle the 12 songs to be featured on NBC-TV's forthcoming *Producers' Showcase* spectacular of "Jack and the Beanstalk."

Owners of Remington are Helen Deutsch, who wrote the book and lyrics for "Jack," and Jerry Livingston, the composer. Both are ASCAP members, and the score is controlled by ASCAP. The program will be aired Nov. 12, 8-9:30 p.m. EST.

## 'Press Conference' Offered ABC, NBC Available Times

WITH both NBC-TV and ABC-TV standing ready to provide a time spot for Oliver Presbrey and Martha Roundtree's *Press Conference*, sponsor Corn Products Refining Co. was reported last week to be close to reaching a decision. The program has been without a time period since Sept. 26, when General Foods' *Adventures of Hiram Holliday* moved into the Wednesday 8-8:30 time it formerly occupied on NBC-TV.

R. C. (Pete) Maddux, vice president and radio-tv director of Corn Products agency, C. L. Miller & Co., New York, confirmed that NBC-TV had offered Corn Products the Saturday, 5:30-6 p.m. time period, and that ABC-TV was making available the Sunday, 8:30-9 p.m. segment. He said that the client was studying both proposals, and "probably" would make up its mind tomorrow (Tuesday).

The audio portion of *Press Conference*, which was heard on MBS the same night the video portion was shown on NBC-TV, will be placed, Mr. Maddux said, "on whatever network offers us the best time."

## WLW Affiliates with ABC, Keeps NBC Relationship

AN AFFILIATION agreement between WLW Cincinnati and ABC Radio was announced last week by Edward J. DeGray, ABC Radio's national director of station relations. According to ABC, the affiliation was effective last Monday.

NBC spokesmen said WLW will continue as a primary affiliate of NBC Radio. Last summer, Robert E. Dunville, WLW president, emphasized a continuing WLW-NBC affiliation by stating that although the 50-kw clear channel may carry additional ABC and Mutual radio shows, the action would not affect its affiliation with NBC [B•T, July 30]. At that time, WLW was beginning to pick up, on a delayed basis, an hour long block of three ABC Radio dramas in addition to its presentation of the ABC *Breakfast Club*.

## Purves to CBS Sports Sales

APPOINTMENT of Jack Purves as sports sales manager for CBS-TV, effective today (Monday), was announced last week by William H. Hylan, CBS-TV vice president in charge of network sales. Mr. Purves, with N. W. Ayer & Son for 26 years, recently as director of sports, succeeds Edgar Scherick, who resigned to become president of the newly-organized Sports Programs Inc., New York [AT DEADLINE, Sept. 24].

Showmanship with that KENTUCKY FLAIR!

No, the yacht-club scene above isn't from Long Island Sound. It's a small view of enormous Kentucky Lake, our State's newest and most colorful playground.

In a State that's known for showmanship, Kentuckians look to WAVE-TV for the best in *television* showmanship. Here's the proof:

**PROGRAMMING:** Two 1956 Surveys* show that WAVE-TV gets *audience preference!*

**COVERAGE:** WAVE-TV has 66% greater coverage than the second Louisville station because of its low Channel 3, full power and greater tower height (914' above sea level)! WAVE-TV serves 2,437,000 people in 70 mid-Kentucky and Southern Indiana counties!

**EXPERIENCE:** WAVE-TV was first on the air in Kentucky, in 1948. Its experienced crews have the know-how to help your programs *and your commercials* sell!

Let NBC Spot Sales give you all the facts!

**Metropolitan ARB, March, 1956*
**ARB Louisville, Feb., 1956*

LOUISVILLE'S
WAVE-TV
CHANNEL 3
FIRST IN KENTUCKY
Affiliated with NBC

NBC SPOT SALES
Exclusive National Representatives

A 10-WEEK series of 15-minute programs —*Hank Weaver's Fifth Quarter*—giving football scores and highlights now is being carried on the ABC Radio Pacific Network and in Tucson, Phoenix and Las Vegas, Nev. Sponsor is the service station supply division of Wilco Co. for Prest-O-Lite batteries. Completing the arrangements are (l to r) commentator Hank Weaver; Robert M. Olson, sales promotion manager, and William J. Whitfield, vice president in charge of the division. Elwood J. Robinson & Co., Los Angeles, is Wilco's agency.

## WRAL-TV to Join NBC

WRAL-TV Raleigh, N. C., which has a target date of Dec. 15, will become an NBC-TV affiliate at that time, Harry Bannister, NBC vice president of station relations, announced last week. The station, whose affiliation status will be that of an optional, interconnected station, is licensed by Capitol Broadcasting Co., Raleigh. It succeeds WTVD (TV) Durham as the NBC-TV affiliate in that area.

### NETWORK PEOPLE

**Kenneth E. Palmer,** in charge of regional and national sales, Denver office of Intermountain Network, Salt Lake City, appointed vice president in charge of Denver operations.

**Robert C. Miller,** former sales manager, KCRG-TV Cedar Rapids, Iowa, to CBS Radio Spot Sales in Chicago, as midwest sales manager.

**Charles Straus,** vice president, Filmcraft Productions, Hollywood, to CBS-TV as assistant to director of business affairs.

**Morgan Beatty,** veteran NBC commentator and editor-in-chief of *News of the World,* to staff of network's o&o WNBO (TV) Chicago. He will originate *News of the World* program in NBC Chicago studios.

**Jac Hein,** executive director, NBC-TV's *Today,* appointed producer of early morning program, succeeding **Gerry Green,** transferred to *Wide Wide World* as one of that series' staff of producers. Filling Mr. Hein's slot as director of *Today* is **Howard Davis,** former script chief on *Howdy Doody.*

**Max Hutto,** former director of *Fibber McGee & Molly* radio show, to program department of KNX Hollywood and Columbia Pacific Radio Network, replacing **Gomer Cool,** resigned.

**Jack Singer,** trade journal writer, to ABC-TV sales development department in New York as presentation writer.



# SHOULD FCC MOVE TV INTO UHF BAND? NO, VHF'S DECLARE; YES, UHF'S URGE

**Nearly 200 statements showing reasons for attitude on allocation controversy are filed. Commission looks them over and decides to invite more comments. Some new wrinkles appear in industry filings.**

ALMOST 200 comments on the feasibility of moving all or part of tv to the uhf band poured into the FCC last Monday—the deadline for comments on this portion of the FCC's June 25 report.

Consensus? A heavy no from vhf stations. A hearty yes from uhf stations. Many of the largest entities in broadcasting urged the continuance of both vhf and uhf in all parts of the country. And many vhf outlets tempered their opposition with a cautionary warning that nothing should be done until the results of the uhf research program is at hand.

After three day of skimming comments, the FCC on Thursday announced that it would continue to welcome comments at anytime on the subject. No deadline was set for additional or further reports to the Commission.

RCA-NBC urged the continuance of all 82 vhf-uhf channels. CBS said the move of all or part of tv to uhf was one method of dealing with the uhf-vhf problem, but there were many unanswered questions. ABC plumped for its revised allocations plan, which recommends shorter spacing, vhf drop-ins and deintermixture. Multiple owners Storer and Meredith held that vhf was necessary; the former for service in rough terrain, the latter for wide coverage in western areas.

No comment was filed by Westinghouse Broadcasting Co. It was understood WBC stood by its earlier position that the results of the "crash" research program must first be ascertained before any solutions can be offered.

An interesting qualification showed up in some uhf comments. This was that perhaps allowing vhf drop-ins was a better scheme than the move of tv to uhf.

Hovering on the edges were industrial and non-broadcast groups which asked that they be considered for the vhf wavelengths if the Commission decided to move tv out of those bands.

A renewed bid for the Commission to consider "polycasting" was submitted by consulting engineer Raymond V. Wilmotte. This envisages the use of several low-powered tv stations to cover an area instead of a high-powered, high-antenna outlet.

General impressions from the comments included the following by vhf stations:

- Caution.
- Expense to broadcasters and public by a block move to uhf.
- Wait for results of research program.
- How about a research program to improve vhf?
- Need of vhf in large-area rural, and hilly and mountainous terrain.
- Use both bands.
- Uhf is technically inferior to vhf.

Uhf stations generally made these comments in addition to urging favorable consideration of move to uhf:

- Permit vhf drop-ins.
- Cut vhf powers to eliminate blanketing of small, adjacent community uhf outlets. And watch out that super-power uhf outlets don't do the same thing.
- Don't stall on research program.

The comments were filed in response to the Commission's June 25 report on the uhf-vhf problem—one part of which suggested that the purported evils of intermixture (combining both vhf and uhf frequencies in the same market) might be overcome by moving television to uhf—either throughout the country as a whole or in a major geographic area. This thought was predicated on a "crash" research program (see box below) to upgrade uhf transmitting and receiving apparatus. Also proposed in the June 25 order were deintermixture moves in 13 areas, comments on which are due Nov. 15.

Following is a sampling of comments filed with the FCC last week:

**CBS**—Agrees means must be "vigorously and promptly" explored to expand tv service. More stations mean more competition. Also "agrees that one of the major ways in which the objective of greater opportunity for equal competition can be afforded is through a

## Shape of 'Crash' Uhf Research Program Set

THE FCC-inspired "crash" uhf research program took form following last Tuesday's morning meeting of the organizing subcommittee of the five broadcaster and manufacturer groups under the chairmanship of RETMA's Dr. W. R. G. Baker, GE vice president (who has withdrawn from the program).

The full 20-member founding committee was called to meet in Washington Oct. 23 to hear the report of its organizing subcommittee.

Agreement was reached, it was understood (officially no public report was made), for the formation of a board of directors composed of two representatives from each of the five charter-member groups. One is to be a policy man and the second is to be a technician. It was also agreed to hire a paid director for the study—with the Institute of Radio Engineers' president, A. V. Loughran, formerly research director of Hazeltine Electronics Corp., being prominently mentioned. Former Comr. George E. Sterling, who was approached to take the directorship, was said to have declined on account of health.

The decision to establish a combined policy-technical board came after Dr. Baker proposed that it be solely a technical panel. NARTB's Harold Fellows led those who urged the combination board.

It was also agreed, it was learned, that the 10-man board would be the governing body for the research program. Other groups would be invited to participate in the program, financially or otherwise, it was reported, but not to join the steering committee.

substantial or complete shift to the uhf." However there are a number of vital questions. Right now there is insufficient data. Planning field studies and will offer to research group and to FCC.

**RCA-NBC**—Don't delete any of the 82 tv channels. No development now or on horizon warrants only 70 channels for tv. Move of tv to uhf now would be "unwarranted," "most injurious" to the public interest and can jeopardize the whole future of tv broadcasting in the U. S. Preserve uhf by repealing excise tax on all-channel receivers, deintermixture, encourage multiple owners to take on uhf outlets in intermixed markets, permit uhf outlets to use directional antennas and on-channel boosters. Strive for higher power. Use translators. There are fundamental propagation differences between uhf and vhf. At Lancaster, Pa., plant, RCA fed 100 kw transmitter into 45-gain antenna radiated 4,500 kw at 527 mc; also pushed transmitter to 175 kw power which with 46 gain antenna would mean 8,000 kw output. Could deliver 5,000 kw uhf transmitter-antenna system 18 to 24 months after receipt of firm order. Noise level in uhf receivers reduced from 18-25 db to 11-14 db, with possibility of still further reduction to 9-13 db (compared with vhf set's noise level of 4-7 db). There are possibilities of improvements in vhf—such as new techniques to reduce interference. Raised question regarding cooperation in "crash" program as possible violation of antitrust laws.

**ABC**—Refers to its allocation plan, revised version of which was filed last July. Prefers deintermixture, reduced mileage separations to allow vhf drop-ins, release of unused educational tv channels, some move of existing vhf stations. But continue to use both vhf and uhf. Will submit soon study to continue present vhf quality but at closer spacings with directional antennas and "precision offset."

**Assn. of Maximum Service Telecasters**—Must make uhf work. Wait for findings of research program. AMST has field intensity study underway. Favors tax relief for all-channel receivers. "No one can reasonably disagree with the Commission's conclusions that before serious consideration can be given to changing the present national system of television, a great deal more technical information and developmental work are essential. What is involved is no trifling matter. Whatever defects it may have today, the American system of television is the best in the world. Because it provides so impressive a public service, it has been overwhelmingly accepted by the American people. The American people must not be shortchanged by glib and facile panaceas. The investment which television stations have today is tremendous. But this investment is far less than the investment which the American people have in our present system of television. . . ." Warns against any "precipitous" action resulting from faulty or inadequate engineering data.

**NARTB**—Opposes. Future of tv requires the 12 vhf channels and all 70 uhf channels. Is participating in research program.

**Committee for Competitive Tv**—Likes idea of moving tv to uhf but questions some uhf separation factors which might mean scarcity of such channels in some areas. Urges strong program of deintermixture.

**Committee for Hometown Tv Inc.**—In favor of research program if results would eliminate most of ills plaguing uhf. Urges deintermixture now as interim relief. Also asks that each station be confined to serve only own market.

**RETMA**—Submits copy of letter of Oct. 20, 1955, from RETMA to FCC, which indicated that tv needs both uhf and vhf and offering support in research program.

**Joint Council on Educational Tv**—Has stake in both vhf and uhf. Urges preservation and development of uhf. Urges deintermixture where feasible. Notes that in past four years, more than $40 million allotted for educational tv—$10 million from states, universities and public school system; $20 million from foundations, $6 million from business, $5 million from commercial broadcasters. Currently 23 non-commercial educational stations are operating, of which 18 are vhf.

**A. Earl Cullum Jr.,** Dallas consulting engineer—Get facts on fundamentals. Go slow on interim moves. Suggests FCC offer to swap certain tv frequencies for government vhf frequencies.

**Robert L. Hammett,** San Francisco consulting engineer—Shift of all tv to uhf too radical. Commission should reconsider vhf standards, re-evaluate the fm band. In 10-15 years, vhf bandwidth might be reduced due to development of storage devices. Uhf can never be made the equivalent of vhf. Vhf can be improved, too.

**Storer Broadcasting Co.**—Uhf not good in rough terrain (it owns ch. 27 KPTV [TV] Portland, Ore.). Wait for results of research program. Suggests there may even be problems between low-band and high-band uhf.

**Meredith Publishing Co.**—Sees need for both vhf and uhf—vhf for large area coverage, particularly out west. Advocates selective deintermixture. Favors move of ch. 6 from Schenectady to Syracuse to make three vhf outlets there.

### Vhf Station Comments

**WBTV (TV) Charlotte, N. C., ch. 3**
**WBTW (TV) Florence, S. C., ch. 8** } Oppose. Move would be premature. Need vhf for wide-area coverage. Recall ch. 7 and ch. 13 problems in early tv days. Uhf can become competitive. Is not any more expensive than vhf. Shadow areas can be served through repeaters and boosters, but full power must be used. "Current unsavory reputation of uhf due to the fact that most uhf stations are using inadequate power and antenna heights." Only four uhf outlets use maximum 1,000 kw while there are 217 vhf outlets at maximum power. Includes table to show maximum power for high band vhf and all uhf not as great as has been indicated. Based on RCA prices, shows following:

| Channels | | Transmitter | Antenna | Total |
|---|---|---|---|---|
| 2- 6 | 100 kw ERP | $145,500 | $30,750 | $176,250 |
| 7-13 | 316 kw ERP | 212,000 | 38,500 | 250,500 |
| 14-83 | 1,000 kw ERP | 186,000 | 49,500 | 235,500 |

Also indicates replacement costs for tubes


WGR
Wherever you Go . . . there's Radio

Sell the Nation's 14th Largest Market! . . . use WGR's Salesmen of the Air

MUSICAL CLOCK
Starring John Lascelles
5:30 - 9:00 AM — Mon. thru Sat.
Buffalo's oldest service-type wake-up program. Music, time, weather.

SOUND ON
Starring Frank Dill
2 - 6 PM Monday thru Friday
Top Tunes for a Top Audience

PLUS
Outstanding 5 and 10 minute News and Weather Spots

WGR
Buffalo's FIRST RADIO Station
Hotel Lafayette
Buffalo, N. Y.

ABC AFFILIATE
Representatives:
PETERS, GRIFFIN, WOODWARD, Inc.

WHLS
MICHIGAN'S POWERFUL
250 WATTER
. . . WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.
4 FULL TIME NEWSMEN
PORT HURON'S COMMUNITY STATION
Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales

# WHAT IS A "SKINNER"?

Thousands of listeners in the rich New York market will be finding out when they set their radio dials at 770.

**Starting this week . . . 6:00-8:55 A.M., Monday through Saturday.**

Skinner (George, that is) is a new way of life on WABC. He's today's young adult talking to young adults.

Newscasts, time, weather and temperature checks, "easy to listen to" music and many service features for the young adult on the go. And best of all, an air salesman who moves products!

NEW YORK

## WABC Radio

owned and operated by the
AMERICAN BROADCASTING COMPANY
Represented nationally by John Blair & Co.

abc

THE SMART ADVERTISING MONEY IS ON CODE 3

**Brewers:** Liebmann, Miller, Stroh

**Coffee Roasters:** Fleming, Dining Car

**Bakers:** National Biscuit, Mrs. Smith's Pies

**Appliances:** Crosley-Bendix

**Various:** Lee Optical, Petri Wine, Gem Jewelry, Signal Oil, Top Value Stamps

Hundreds of thousands of advertising dollars have been allocated for CODE 3 by some of the country's smartest, most successful advertisers!

Many choice markets are already gone — others going fast! For big-time advertising results, put your advertising dollars on CODE 3.

Write, wire, phone

**ABC FILM SYNDICATION, INC.**
10 East 44th Street, New York City
OXford 7-5880

## BOXSCORE

STATUS of tv cases before FCC:

**AWAITING FINAL DECISION: 8**

*(Figures in parentheses indicate dates oral arguments were held.)*

Miami, Fla., ch. 10 (7-18-55); Seattle, Wash., ch. 7 (10-31-55); Paducah, Ky., ch. 6 (3-12-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Charlotte, N. C., ch. 9 (6-25-55); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56).

**AWAITING ORAL ARGUMENT: 6**

*(Figures in parentheses indicate dates initial decisions were issued.)*

Boston, Mass, ch. 5 (1-4-56); McKeesport-Pittsburgh, Pa., ch. 4 (4-23-56); Biloxi, Miss., ch. 13 (6-5-56); San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56).

**AWAITING INITIAL DECISION: 3**

*(Figures in parentheses indicate dates records were closed after hearings.)*

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-26-56); Onondaga-Parma, Mich., ch. 10 (3-2-56).

**IN HEARING: 4**

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Pachuta, Miss., ch. 7; Mayaguez, P. R., ch. 3.

run $5,505.22 for chs. 2-6; $13,123.85 for chs. 7-13, and $13,100.00 for chs. 14-83.

**KTIV (TV) Sioux City, Iowa,** ch. 4—Need vhf to serve large areas. Public investment in vhf receivers in Sioux City estimated at over $47.5 million. KTIV investment almost $500,000, including accumulated operating losses.

**KSL-TV Salt Lake City, Utah,** ch. 5— Vhf is necessary in the Intermountain West. Uhf is "inferior." There is no scarcity of channels in the Intermountain West. East might be changed, but in the West no.

**WOC-TV Davenport,** Iowa, ch. 6 } Oppose.
**WHO-TV Des Moines, Iowa,** ch. 13 }
Have an investment of $1.5 million for full power at both stations. Loss from converting to uhf must be considered. It costs $15,000 a year more to operate ch. 13 than ch. 6. Must have factual data on relative merits of uhf and vhf.

**WJAC-TV Johnstown, Pa.** ch. 6—Opposes. Needs vhf for mountainous terrain. Submits figures showing if 75% of its viewers were required to buy new $20 uhf antenna would cost public in Johnstown area $12 million.

**WHIO-TV Dayton, Ohio,** ch. 7—Opposes. "Unfeasible at this time." Commission has attempted to paint a "rosy" picture of uhf, but it is all predicated on ifs—"if receiver sensitivity is improved, if receiver noise factor is reduced, if selectivity is improved, if transmitter power can be increased." If tv is shifted to uhf are we inhibiting the growth of tv in the future; are there enough channels in uhf for the future?

**WRVA-TV Richmond, Va.,** ch. 12—Opposes. Serving large rural area, needs vhf. Spent $1¼ million building. Move to uhf would be tremendous expense to both public and broadcasters.

### UHF Station Comments

**Robert W. Rounsaville Stations** (all uhf)—Oppose move of all tv to uhf; call proposal "too little and too late." Propose vhf drop-ins.

**WBOC-TV Salisbury, Md.,** ch. 16—Favors. Spent $400,000 building, has 95% conversion in area. Transfer of tv to uhf "not only most desirable, but most necessary" for nationwide, competitive system.

**WITV (TV) Fort Lauderdale, Fla.,** ch. 17—Calls FCC deliberations leading to June 25 report as resulting in "nothing more than a stalemate." Research program will take years (while uhf outlets in intermixed markets will disappear). Calls on FCC to consider other means to aid uhf outlets, including use of vhf drop-ins, etc.

**WCOV-TV Montgomery, Ala.,** ch. 20—Calls for freeze on additional vhf grants while long-range research plan is under consideration.

**WJTN-TV Jamestown, N. Y.,** ch. 58—Favors. Spent $30,000 acquiring grant, found itself blanketed by Buffalo, Erie and Pittsburgh vhf signals. Calls for big city vhf outlets to be reduced in power, confining coverage to own market so uhf stations can operate in smaller, adjacent cities. Same "blanketing" problem regarding high-power uhf outlets may require similar treatment for them.

**WELI-TV New Haven, Conn.,** ch. 59—Favors move to uhf. Planning to apply for translator station for New Haven. Hopes it will grow to satellite, then full tv station.

## Four Tv Allocations Made Final by FCC

FOUR rule-making proposals were made final by the FCC last week. In Lincoln, Neb., the Commission reserved ch. 12 for educational use, instead of ch. 18, and made the latter available for commercial use. The change becomes effective Nov. 7.

KUON-TV Lincoln, U. of Nebraska outlet, has been operating on ch. 12 since Nov. 1, 1954 when it went on the air as the eighth non-commercial educational tv station [B•T, Nov. 8, 1954]. However, ch. 12 was then—as it will be until Nov. 7—a commercial channel with ch. 18 reserved for non-commercial educational use.

The university acquired ch. 12 from John E. Fetzer, who now operates KOLN-TV Lincoln on ch. 10. Mr. Fetzer bought KOLN-TV (on ch. 12) in 1953 for $650,000 (with KOLN-AM). He purchased KFOR-TV Lincoln (on ch. 10) in 1954 from Cornbelt Broadcasting Corp., for $300,000. He then turned over the ch. 12 facility to the U. of Nebraska (now KUON-TV), and moved KOLN-TV to ch. 10.

Other allocations changes made by the FCC last week (all effective Nov. 7):

**Woodward, Elk City, Okla.**—Shifted ch. 8 from Woodward to Elk City; substituted ch. 35 at Woodward.

**Glendive, Mont.**—Assigned ch. 5 to Glendive.

**Indianapolis, Anderson, Ind.**—Shifted ch. 26 from Indianapolis to Anderson, deleted ch. 61 from Anderson and substituted ch. 39 for ch. 26 in Indianapolis. The original rule-making proposed substituting ch. 77 in Indianapolis, but the FCC found that this conflicted with another proposal involving a change in the Angola, Ind., assignment from ch. 15 to ch. 77 (ch. 15 going to Fort Wayne). The Commission said that WCBC-TV, on ch. 61 at Anderson, will be required to file an application for modification of its permit in order to change to newly assigned ch. 26.

In two rule-making proposals, the FCC called for comments by Nov. 7 on a proposal to delete ch. 56 from Cortland, N. Y., and assign it to Binghamton, N. Y., substituting ch. 72 at Cortland. The change request was made by WBRE-TV Wilkes-Barre, Pa., which said it would apply for ch. 56 in Binghamton if the change should be authorized.

The other proposal, comments on which are due on Nov. 7 also, involves the assignment of ch. 5 to Nashville, Tenn., instead of Old Hickory, Tenn. The request was made by ch. 5 WLAC-TV Old Hickory.

## All Comments Except One Against FCC Appendix A

ONLY one comment was received by the FCC last week which upheld the engineering formulas in the Commission's Appendix A of its June 25 report on measurement of uhf coverage. This was a joint filing by ch. 43 WEEK-TV and ch. 19 WTVH (TV) both Peoria, Ill., who declared that the measurement standards proposed in the June 25 report were satisfactory for Peoria.

All other filings—the deadline was last Monday—held that there are too many variations in the terrain of uhf territories to permit a proper count to be made of population served under the standards suggested for uhf coverage measurement.

In general, the bulk of the nine comments followed the reasoning of the Assn. of Federal Communications Consulting Engineers, filed in mid-September [B•T, Sept. 24]. This was that the departure from averages was so great in uhf, that this data should only be based on actual measurement in each case. ABC joined AFCCE in this consensus, and KJEO (TV) Fresno, Calif., also maintained that uhf coverage should be based on actual measurements.

Both WCSC-TV Charleston, S. C., and WMBR-TV Jacksonville, Fla., declared that the FCC must recognize high levels of tropospheric interference in their areas.

Consulting engineer A. Earl Cullum Jr., Dallas, Tex., submitted a paper outlining a method of figuring field intensities based on frequencies and terrain factors. This indicated field intensity variations ranging from 3 db for 50% and 90% of locations in very smooth terrain on low-band vhf to 30 db for rough terrain in high uhf bands.

WISC-TV Madison, Wis., maintained that the formulas recommended in the June 25 report are defective and that a complete new rule-making proceeding is required to set them straight. WTVW (TV) Evansville, Ind., and KFRE-TV Fresno, declared the standards were too general to use for specific deintermixture areas. WTIC-TV Hartford, Conn., declared the assumption that antennas would be sited in the center of communities was unwarranted. It also complained that use of 1,000-ft. for uhf antennas was "unrealistic" and gives a "distorted" picture of uhf coverage. Also shooting at the 1,000-ft. antenna height was KOTV (TV) Tulsa, Okla., which recommended that actual antenna heights (KOTV's antenna is 1,330 ft. above average terrain) and powers be used.

## Commercial, Educational Vs Sought in Texas, Des Moines

TWO vhf tv applications—one commercial and one educational—were filed with the FCC last week.

KMPS Broadcasting Co. filed an application for ch. 9 at Monahans, Tex., proposing 27.55 kw visual power with antenna height of 649.25 ft. above average terrain. KMPS Broadcasting principals are J. Conrad Dunagan, who is president—10.5% stockholder of ch. 2 KMID-TV Midland, Tex., and K. E. Burrows and D. W. Bozeman, both of whom have drug company interests.

KMPS Broadcasting plans $100,000 for construction, $180,000 for first year operation and estimates first year revenue at $180,000. With the tv application KMPS filed an application for a new tv intercity relay at Penwell, Tex., which the company plans to use with its proposed tv outlet. Also included with the application was an agreement with KMID-TV whereby the proposed Monahans station will rebroadcast some of KMID-TV's programs in return for inclusion of the proposed station's coverage in KMID-TV's network set-count.

Application for educational ch. 11 at Des Moines, Iowa, was filed by the Independent School District of Des Moines. The school district owns and operates educational KDPS (FM) Des Moines. The proposed tv station would use 14.02 kw visual power with antenna height of 302.2 ft. above average terrain. The non-profit educational group plans to spend $125,000 for construction of the station and $25,000 for first year operation.

## Appeals Court Orders FCC To Reopen Shreveport Case

THE FCC was told last week to reopen the 18-month-old Shreveport, La., ch. 12 case to consider what effect the death of Don George, principal stockholder of KSLA-TV Shreveport, might have on the Commission's May 1955 choice of Shreveport Television Co. for the vhf wavelength over KRMD and KCIJ, both of Shreveport.

Announcing its unanimous decision from the bench, a three-judge panel of the U. S. Court of Appeals in Washington remanded the case back to the Commission following hearings on the petition filed by KCIJ. The panel consisted of Circuit Judges Henry W. Edgerton, E. Barrett Prettyman and David L. Bazelon. It acted after conferring together for about five minutes, following strong argument by FCC General Counsel Warren E. Baker that it had no jurisdiction because the final grant was made 17 months ago, the appeal was filed in December 1955 and Mr. George died in June of this year. There must be some finality in tv hearings, Mr. Baker pleaded.

Mr. George, owner of a theatre chain in Louisiana, was 43% stockholder in the winning ch. 12 applicant. Other stockholders are Ben Beckham Jr., 25%; H. E. Linam, 25%, and W. C. Henderson, 7%. KSLA-TV has been operating since Jan. 1, 1954, when it was set up as a joint cooperative venture by the three applicants pending the outcome of their hearing.

There were indications that the FCC might appeal this decision to the Supreme Court. At stake, it is understood, is the finality of cases before all federal administrative and regulatory agencies. Last year the same court ordered the FCC to reopen the Fort Wayne, Ind., ch. 69 case because of the death, after the final decision, of Paul McNutt, a partner of the losing applicant.

## FTC Approves Consent Orders

THE Federal Trade Commission last week approved consent orders prohibiting Bymart-Tintair Inc. (beauty preparations) and Johnson & Johnson (first aid and baby products) from giving special allowances to some of its customers for radio-tv advertising without making the same concession available to others. The two firms originally were charged in complaints issued by the FTC last March [B•T, March 12] for giving special allowances to United Cigar-Whelan Stores in return for advertising on the drug chain's radio-tv shows without making proportionate allowances available to other customers. The consent orders are for settlement purposes only and do not constitute admissions of law violations.

CODE 3

#1 SYNDICATED SHOW IN LOS ANGELES 16.9 RATING, 25.1% AUDIENCE SHARE

and in **San Diego:** 27.4 rating, 47.8% audience share

**Highest rated in its time segment:**

**Sacramento:** 16.5
**Portland:** 17.8
**Seattle-Tacoma:** 22.7
**San Francisco:** 12.3

Several east coast and mid-west markets sold for fall start.

**Many** good markets from coast to coast already bought. **Yours** still available?

Rating source on request

Write, wire, phone
**ABC FILM SYNDICATION, INC.**
10 East 44th Street
New York City
OXford 7-5880

"SHEENA" FIRST WITH AUDIENCES IN 80% OF MARKETS RATED

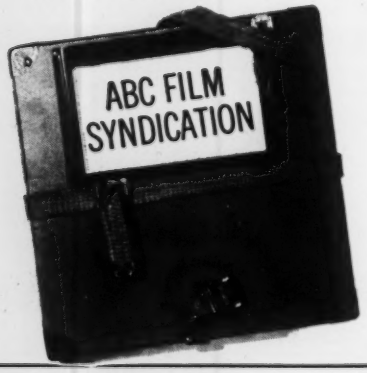
Highest in sales opportunities for sponsors, the highest rated show in its time segment in most markets against local **and** network competition.

**Atlanta:** 53.9% share of audience;
**Chattanooga:** 63.5% share;
**Cleveland:** 58.3% share;
**Columbus:** 45.6% share;
**Los Angeles:** 32.8% share;
**Memphis:** 45.9% share;
**Phoenix:** 36.7% share

For rating and sales success stories on SHEENA, QUEEN OF THE JUNGLE,

Source: ARB, June, 1956

Write, wire, phone
**ABC FILM SYNDICATION, INC.**
10 East 44th Street
New York City
OXford 7-5880






# ANTITRUST GROUP PONDERS NBC PACTS

**Network's talent agreement provisions generally similar to those of CBS, according to check of 12 contracts retained by House subcommittee.**

NBC's contracts with talent have generally similar provisions to those of CBS [B•T, Oct. 1], a check of the 12 NBC talent contracts retained by the House Antitrust Subcommittee indicated last week. The House group's staff is publishing six CBS talent contracts and a dozen NBC agreements which contain terms it considers questionable.

The NBC contracts will be entered in the subcommittee's records with names of stars and performers, sponsors, programs and packaging firms—and often dates—deleted, pursuant to an agreement reached with the networks by the subcommittee staff. The 12 NBC contracts as informally numbered for identification by the subcommittee staff, run from Nos. 1 to 13, but omit No. 4, apparently an error in numbering.

NBC contract No. 1 runs 30 years from May 1951 to Aug. 31, 1981, with $66,000 annually guaranteed for the 15 years subsequent to Sept. 1, 1961, and $55,000 a year for the five years thereafter. The contract indicated that if the sponsor failed to renew the performer's show after the 1951-52 season, NBC would guarantee $55,000 annually for 23 years beginning Sept. 1, 1958.

Contract No. 2 calls for a 20-year agreement from Feb. 18, 1956, to Feb. 17, 1976, based on an exclusive period ending Aug. 31, 1960, with the performer's services exclusive to NBC during this period in all branches of the entertainment industry. NBC guarantees $160,000 a year net for the first period (time undesignated) and $100,000 a year for the second, $60,000 annually for the third and $40,000 a year for the fourth. The performer is required to earn at least 166 "performance credits" during the period of the contract, based on one credit for each half-hour network show, such a credit for earning $10,000 toward the guarantee. If the 166 credits are earned by the 1960 date, then the non-exclusive period (1960-1976) is never to come into being. The contract, under certain conditions, grants beneficiaries $360,000 upon the performer's death and grants the performer $260,000 at a certain undisclosed age.

Contract No. 3 runs 15 years, from Sept. 1, 1951, to Aug. 31, 1966, with the star guaranteed $40,000 a year for the first ten years and $20,000 yearly for the five remaining years. The star is to receive, in addition, according to interpretations by the subcommittee staff, $25,000 net plus commission for each network program. NBC receives the right to option the performer for the last five-year period.

Contract No. 5 is for an "initial development period" from June 1 to Nov. 29, 1953, with the performer to receive "basic compensation" of $200 a week, plus $500 to $750 per network program; NBC is given the right to extend this period for 26 weeks and after the 26-week period to extend the contract for seven one-year terms, the performer receiving $750 a week basic compensation to begin, plus $1125 per program, increased each year and reaching $3500 and $5250 respectively during the seventh year. NBC's guarantee was for $15,000 the first year up to $87,500 for the seventh. NBC reserves the right to give its prior approval to commitments by the artist in any other entertainment media during the contract period.

Contract No. 6 was for 12 years beginning Aug. 28, 1955, with three performance periods of two, three and seven years. The artist was required to appear in 30 1½-hour shows per season and up to 39, for which he was guaranteed $300,000. For the second period (three years) he is guaranteed $200,000 annually. The artist is not to perform on another network during the second period if NBC wants him. If NBC does not renew the artist's program, he can move to another network, but can be recaptured at the end of each season by NBC at that network's option, without sponsor, if necessary. For the third period, NBC guarantees $100,000 a year for five years, in return for two guest appearances a year.

Contract No. 7 is to run for one year (1956), with NBC authorized to renew in 1957 and in 1958. The artist is to receive a guaranteed $100,000 for the first year, $115,000 for the second and $132,500 for the third, working these guarantees off at the rate of $2500 to $5000 for summer network programs, $5000 to $10,000 during regular seasons for half-hour or full hour programs and $7500 to $15,000 for full hour to 1½-hour programs. If under legal suspension during any part of the period, the artist is bound not to work for any non-NBC organization.

### $15,000 Guarantee

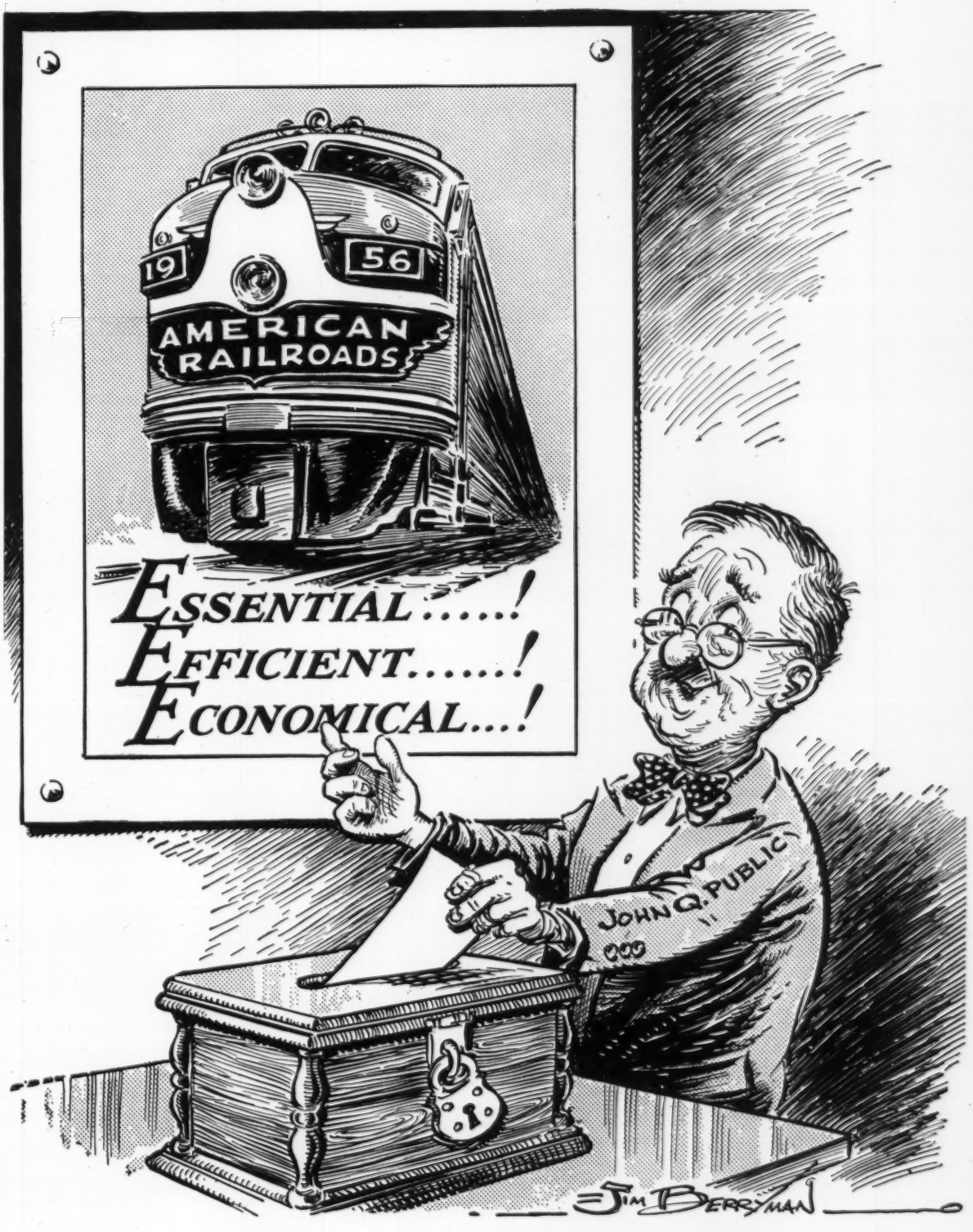
Contract No. 8 calls for a five-year "performance" period beginning in 1955, to be followed by a ten-year "non-performance" period. The star is guaranteed $15,000 net per performance (13 programs during the 1955 season) and the star's packager $5000 per program, or totals of $195,000 for the star annually, $65,000 for the packager. During the second year (1956) NBC can not pay less than this amount. The star is authorized to offer half-hour filmed versions after the second year, with NBC given first option on them. On non-renewal by NBC, the star is authorized to put the show on another network, but NBC retains option to recapture the star at the end of each season covered by the contract. The show is budgeted at $51,928 per performance, plus $1,693 to the AFRTA welfare fund. For the ten-year non-performance period, the star is guaranteed $50,000 a year for guest appearances. NBC will finance a pilot film each year for $30,000.

Contract No. 9 is for 15 years from Nov. 1, 1955, to 1970, wth a "primary period" from 1955-65 and a "secondary period" (non-performance) from 1965-70, NBC given option to negotiate for star's services during this latter period. NBC retains option for the star's show for the first three years and option for a possible "substitute" show after the third year of the primary period. Artist is guaranteed $100,000 per year for the primary period and the artist's contractor $178,470 for the first year, $225,000 for the second and $90,000 yearly for the remaining eight years of the primary period.

Contract No. 10 is to run from Sept. 28, 1952, to Dec. 27, 1957, with NBC receiving options to extend up to five additional years by use of 1 one-year and two 2-year options. NBC also receives the right to cancel the performer after the third or fourth years if participations on his program drop to less than six segments per week. The performer is guaranteed $50,000 a year for the contract period, with the artist getting the first $10,000 earned over the $50,000, NBC getting the next $60,000 and the artist getting all over $120,000. The artist, after six years, is entitled to all over $100,000.

Contract No. 11 is to run 15 years from May

# FOR PUBLIC SERVICE




*for the* ASSOCIATION OF AMERICAN RAILROADS

23, 1955. The artist is guaranteed $480 per week the first eight years, $336 the ninth year and $200 weekly for the remaining six years. The performer is guaranteed a total of $217,500 for the first nine years and NBC is given the rights to cancel beginning with the tenth year. NBC is to get percentages of merchandising activities. The artist agreed to resign at NBC's request at any time and not to accept employment without NBC's prior consent.

Contracts No. 12 and 13 are practically alike except that No. 12 began Dec. 18, 1955, and was signed by a minor, and No. 13 began Sept. 21, 1953. They are to run for 384 consecutive weeks (about 7½ years), salary starting at $150 per week with raises, ending at $2500 during the last part of the period. These two contracts authorize NBC to assign the performers in any entertainment field and to collect the revenues therefrom. NBC and the artist are to share 50-50 the net income from the use of the artist's name in various promotions.

The 12 NBC contracts generally give NBC first choice at the artist, both in selecting his program sponsor and in obtaining his services against the bids of other networks, NBC matching any amount offered the artist elsewhere.

The network in most cases retains the right to recapture an artist during the non-performance period after he has left NBC for another network—at the end of the broadcast season in which NBC serves notice to this effect.

Most of the artists, especially the important ones, retained the right to go into subscription television if it ever comes into being but gave NBC options—on equal terms—for their services, provided NBC itself then is a formidable force in toll tv.

Most of the contracts provided varying escape clauses for NBC in the case of programs cancelled for various reasons—unfavorable publicity or complaints about morals or political beliefs, disability or disfigurement, death—and in the case of individual broadcasts for cancellations due to "Acts of God," war, government regulations, presidential broadcasts and certain public service programs.

In some cases, the artist is free to enter into other businesses, including broadcasting, not in competition with NBC or sponsors of the performer's show on NBC. NBC in many cases gets option to distribute any films produced by the performer, with performer's use of NBC filming facilities, if available. In most cases NBC gets the right to a percentage of any promotion enterprises entered into by the star. All performers are required to be members in good standing of the union (usually AFTRA) with jurisdiction over the network's employes in the field. All the contracts contain "pay or play" clauses; i.e., NBC can buy off the performer's contract for the amount guaranteed him, without using his services.

## Farm & Home Acquires KFNF

PURCHASE of KFNF Shenandoah, Iowa, for $61,000 by a group associated in Farm & Home Radio outlets, was announced last week by Don Searle, president of the Farm & Home Radio group. Group includes KIOA Des Moines, Iowa; KMMJ Grand Island, Neb., and KXXX Colby, Kan. Mr. Searle stated that the KFNF purchase was first of several proposed additions to extend service to the midwest farm area. KFNF, founded in 1924, operates on 920 kc with 1 kw day, 500 night, and is MBS-affiliated. It is owned by Ethel Abbott and associates.

## WABD (TV) AIRS CELLER, OTHERS ON BMI DISPUTE

### Hearings chairman calls for 'divestiture' by networks of stock in music firm. Haverlin issues protest and is challenged to tv debate by Schwartz.

AS A follow-up to the New York phase of hearings investigating alleged monopolistic practices in the broadcasting industry [B•T, Sept. 17 et seq.], Rep. Emanuel Celler (D-N.Y.) appeared on WABD (TV) New York Sept. 30 and recommended "divestiture" by networks of their stock in Broadcast Music Inc.

Mr. Celler, chairman of the House Antitrust Subcommittee that conducted the network investigation, participated in a panel discussion on the station's *Between The Lines* program, which was devoted to charges aired at the hearings that BMI music predominated on radio and tv networks and stations. Mr. Celler asserted during the program that through BMI, broadcasters control music by two main sources: transmission on the air and records made by network-owned recording subsidiaries. He referred directly to RCA Victor Records and Columbia Records.

Mr. Celler claimed that because of "the dominance" of BMI music on the air, standards of good taste have suffered. As an example of "bad taste," Rep. Celler cited Elvis Presley's recording of *Hound Dog*. He added:

"The remedy finally is divestiture. Broadcasters must sever all ownership—directly or indirectly—in BMI and then perhaps the 'electronic curtain' can be withdrawn and a better taste satisfied."

Rep. Celler charged radio and television networks and stations had "blacked out" news of the House investigation. He called upon the networks to follow WABD's example and schedule programs which would consider the various phases of the investigation. WABD is a non-network station owned by DuMont Broadcasting Corp.

### Other Viewpoints

Other panel participants, who echoed Rep. Celler's views, were Arthur Schwartz and Oscar Hammerstein 2d, composers; John Crosby, radio-tv columnist of the *New York Herald Tribune*, and Lester L. Wolff, producer and moderator of the program. At one point, Mr. Wolff interjected to say that on several disc jockey programs which he has produced as an outside packager, the station exercised the right to select the tunes to be presented. He claimed this apparently was the policy of WMCA and WMGM, both New York, and WHLI Hempstead, L. I.

Following the telecast, Carl Haverlin, president of BMI, pointed out that Mr. Schwartz was one of a group of composers involved in a lawsuit against BMI. Mr. Haverlin asserted that "they are trying their case over tv; the congressman has been misled by false accusations."

Mr. Schwartz later sent Mr. Haverlin a telegram, offering to debate with him on television the topic: "Is There Freedom For Music Over Radio and Television in America Today?"

Mr. Haverlin declined Mr. Schwartz' invitation to a tv debate, pointing out in a prepared statement there is a lawsuit against BMI, Mr. Haverlin and others before the court. He called the court "the proper forum you, yourself [Mr. Schwartz], have chosen" to test "the baseless accusations you have made, and set forth in your complaint." Mr. Haverlin charged that Mr. Schwartz is attempting to move the issues out of the court because "your accusations are false and cannot be proved."

Mr. Haverlin also observed that with reference to Mr. Wolff's statement, WMGM, WMCA and WHLI are not members of BMI.

ONETIME ball player FCC Chairman George C. McConnaughey (Denison U., 1920) beams with pride accepting the NARTB baseball trophy from George O. Sutton (r), Federal Communications Bar Assn. president, on behalf of the FCC team which last week defeated the lawyers' ball club 23 to 5 at the FCBA annual outing at Congressional Country Club in suburban Washington, D. C. It was first win for the FCC team since the cup was donated by the trade association in 1953. FCBA beat FCC 17-4 in 1953, 14-12 in 1954 and 12-7 last year. G-team was captained by Wally Johnson, who also hurled team-mates to victory; barristers were captained by Vince Pepper, with Vincent Welch on mound. Trophy becomes permanent possession of team winning four in a row.

## Appeals Court Hears Attack On Ch. 7 Grant in Miami

ATTACK on the grant of Miami, Fla., ch. 7 to Biscayne Television Co. (now WCKT [TV]) moved last week to the U. S. Court of Appeals in Washington when the appeal of ch. 17 WITV (TV) Fort Lauderdale was heard before Circuit Judges Wilbur K. Miller, Charles Fahy and John A. Danaher.

WITV is also appealing from the FCC's denial of its petition to intervene in the ch. 7 proceeding, to stay issuance of a final decision in that case and the denial of its petition to deintermix the Miami-Fort Lauderdale market.

The FCC made its final grant to the Cox-Knight-Trammell group's WCKT in January of this year. Both Storer-owned ch. 23 WGBS-TV Miami and WITV—which have been seeking to have Miami made all uhf (except for the then only operating vhf, ch. 4 WTVJ [TV])—sought to intervene in the ch. 7 proceedings or to have the Commission delay issuing its final decision pending the outcome of deintermixture proceedings. Both appealed from the Commission's refusal to grant their requests, but Storer withdrew its appeal last August.

Arguing for the FCC was Daniel R. Ohlbaum, FCC trial attorney; for WITV, Vernon K. Wilkinson, and for WCKT, Duke M. Patrick. The FCC and WCKT attorneys held the court already had decided this point in its June decision involving a number of appeals on the

(Left) John Daly
*American Broadcasting Company*

(Center) Douglas Edwards
*Columbia Broadcasting System*

(Right) John Cameron Swayze
*National Broadcasting Company*

# "We now switch you to..."

In the split second after one of these famous commentators completes this sentence, you and millions of other viewers are whisked to Washington or Los Angeles or anywhere else news is popping. The electronic miracle of television has given you a center aisle seat on the passing scene.

But behind this miracle are the skills of Bell System and network technicians. These highly trained craftsmen blend the technical ability of an engineer with an actor's unerring ear for cues.

Precisely on cue, push buttons are operated to make the connections that switch the television scene from one city to another. And Bell System technicians are receiving cues from several networks at once.

To help them, the Bell System receives operating instructions from the networks which give all the necessary information on switches. This information is sped to 130 Bell System television operating centers throughout the nation by private line telephone and teletypewriter systems.

This co-operation between network and telephone company . . . and the teamwork along the Bell System lines . . . assure the American viewing public the smoothest programming and the best television transmission it is possible to provide.

**BELL TELEPHONE SYSTEM**

*Providing transmission channels for intercity television today and tomorrow*

same issues. This related to the court's ruling that the Commission had the right to continue making grants even though it was considering deintermixture on an overall basis [B•T, June 11]. Mr. Wilkinson argued that since the FCC was now considering deintermixing Miami—it proposes to put ch. 6 there—no grant of ch. 10 should be made and that the ch. 7 grant should be conditioned on any change the FCC makes when it decides finally on the Miami situation.

## WPDQ Asks Reconsideration Of Jacksonville Ch. 12 Grant

WPDQ Jacksonville, Fla., unsuccessful applicant for that city's tv ch. 12, filed a petition with the FCC last week asking that the case be reheard, that the Commission reconsider its grant (to Florida-Georgia Tv Co.), that the record be reopened, that oral argument be scheduled and that a stay be issued.

And, on Thursday, a federal court in Washington heard argument on a motion to stay the Jacksonville ch. 12 grant filed by ch. 36 WJHP-TV that city.

FCC issued its final decision in favor of Florida-Georgia group late in August [B•T, Sept. 3]. Florida-Georgia company comprises local businessmen George H. Hodges and Alexander Brest, who each own 26%; Harold S. Cohn (WRHC Jacksonville), 19%, and Mitchell Wolfson-Sidney Meyer interests (WTVJ [TV] Miami and theatre owners), 20%. The grant was made to the Florida-Georgia group on past broadcast experience, integration of ownership and management and diversification of business interests.

The FCC's final decision, which reversed the examiner's initial decision favoring WPDQ, was by a vote of four to two, with Comr. T. A. M. Craven abstaining.

WPDQ—which was one of the two applicants denied; the other was WJAX, also Jacksonville—claimed that its past station operation outweighed the preferences given to Florida-Georgia. It also attacked the commercial practices of WTVI and WRHC's broadcast record.

The stay argument was held before Circuit Judges E. Barrett Prettyman, Walter M. Bastian and Warren E. Burger. WJHP-TV maintained that the ch. 12 grant should have been conditioned to forbid construction until the FCC acted on the uhf station's petition to deintermixture Jacksonville. William C. Koplovitz argued in behalf of WJHP; J. Smith Henley for the FCC and Bernard Koteen for Florida-Georgia.

## Smith Argues WGMS Sale Ends Capital 'Good Music'

THE specialized services of "good" music stations and the need for such service charges the FCC with a responsibility to see that "good" music operations are maintained, the Commission was told last week.

In oral argument before the FCC *en banc* (Comrs. Bartley and Lee absent), the attorney for Lawrence M. Smith, minority (16⅔%) stockholder of WGMS-AM-FM Washington, contended that the sale of the stations to RKO Teleradio Pictures contravenes the public interest and FCC policy in that it would take away the District's only "good" music outlet.

The attorney also argued that the sale was wrongful because it was consummated without Mr. Smith's consent, infringing upon the rights of a minority stockholder. Mr. Smith, owner of WFLN (FM) Philadelphia, has contended that the RKO Teleradio transaction was undertaken and carried out despite knowledge that Nathan Strauss, WMCA New York, was ready and willing to pay more for the stations than RKO Teleradio. Mr. Smith has also objected to a five-year employment contract offered by RKO Teleradio to M. Robert Rogers and his wife, who own 42⅔% of WGMS stock.

Meanwhile, on the other side of the continent, another "good" music dispute is brewing. Objecting to FCC approval of the $500,000 sale of KEAR San Francisco [B•T, Sept. 10], Milton Stern Jr. said that he and over 1,000 others "subscribed to stock" in KEAR as a result of an aired appeal for funds to keep the station on the air as a "good" music outlet; that after the funds enabled the station to continue, KEAR was sold to "interests not at all concerned with good music" without consulting "those with financial interests."

## Boston Argument Oct. 29

ORAL ARGUMENT on the Boston ch. 5 case was scheduled by the FCC last week for Monday, Oct. 29. Greater Boston Tv Corp., one of five competing applicants, was recommended for the grant last January in an initial decision by Chief FCC Hearing Examiner James D. Cunningham [B•T, Jan. 9]. The other applicants are WHDH Inc. (WHDH-AM-FM, *Boston Herald* and *Boston Traveler*), Post Publishing Co. (WCOP-AM-FM, *Boston Post*), Massachusetts Bay Telecasters Inc. and Allen B. DuMont Labs.

Meanwhile, the trustees in bankruptcy of the Post Publishing Co. informed the Commission by letter that they intend to participate in any further proceedings to be held in connection with the *Post's* application for the Boston vhf facility.


Basketful of Results

. . . from **one 'Luther'** announcement!

**limited availabilities**

weekdays:

Sundial 6:30-10:00 a.m.

Lunchin' with Luther
12:30-1:30 p.m.

Ask the BRANHAM BOYS . . .

BEST BUY in the 79th MARKET

NBC AFFILIATE

CHATTANOOGA

WDEF Radio

CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager

## FCC Rescinds Regulation On Recorded Announcements

A broadcasting hallmark will virtually cease to exist next month. No longer will listeners hear the familiar "This is a recorded announcement." The FCC last week said it was all right to skip this identification—except where the time element is significant.

In a final-rule-making decision, effective Nov. 7, the Commission agreed that only one such announcement will henceforth be necessary during the broadcast day when delayed broadcasts, common during daylight saving time, are used. This may come at the beginning or the end of the day, at the option of the broadcaster. The new rule applies to am, fm and tv.

The present rule—which was liberalized once before several years ago—requires that a program or announcement mechanically transcribed must be announced as such immediately before or after the recorded portion or at the beginning or end of the program of which it is a part. The rule, however, does not require such announcements for background music, sound effects, station identification, or similar transmissions.

The most recent change was first proposed a year ago, following requests by ABC and NARTB. Comments were substantially in favor of this move.

An appropriate announcement, either at the beginning or end of a program will still be required for recorded programs or material where the absence of such an announcement may lead listeners or viewers to believe that the program is a live, instantaneous broadcast.

## Four New Am Stations Get Approval of FCC

THE FCC approved four new am stations last week. They were:

Salem, Ill.—Salem Bcstg. Co. (same interests as WFIW Fairfield, Ill.), 1350 kc, 500 w, daytime.

Terre Haute, Ind.—Citizens Bcstg. Co., 1300 kc, 500 w, daytime. Principal Paul Ford is WTHI Terre Haute engineer.

Hopkins-Edina-St. Louis Park, Minn.—Radio Suburbia Inc., 950 kc, 1 kw day. Principals William E. and Edward Schons have interests in KLIL Estherville, Iowa; WKAI McComb, Ill.; WDUZ Green Bay, Wis., and WMAW Menominee, Mich. FCC issued final decision after granting petition by Radio Suburbia withdrawing exceptions to inital decision.

Gloucester, Va.—S. L. Goodman, 1420 kc, 1 kw, daytime. Mr. Goodman is a publisher and runs several printing plants.

## FCC Opinions, Review Cases Total 51, Says FitzGerald

THERE are 51 cases in the FCC's office of Opinions & Review, John L. FitzGerald, chief of that office, told members of the Federal Communications Bar Assn. at a luncheon meeting in Washington.

Mr. FitzGerald said his office hopes to "break the back" of pending tv comparative cases this year. There are seven television decisions pending, he said.

**[Editor's Note: There are now 8 comparative tv cases waiting final decision—Miami, Fla., ch. 10; Seattle, Wash., ch. 7; Paducah, Ky., ch. 6; Indianapolis, Ind., ch. 13; St. Louis Mo., ch. 11; Charlotte, N. C., ch. 9; Orlando, Fla., ch. 9; Buffalo, N. Y., ch. 7.]**

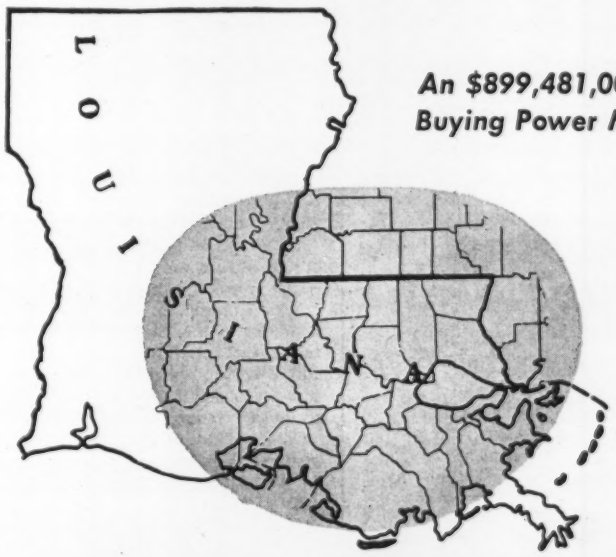
Mr. FitzGerald reviewed the functions of the Opinions & Review group and said that am radio cases have been increasing sharply in recent months.

FCBA also honored former FCC Comr. Edward M. Webster at the luncheon meeting. Also present as head table guests were FCC commissioners and Mrs. Webster. FCC Chairman George C. McConnaughey paid tribute to Mr. Webster, whose term expired last June.

## Applications by Brothers May Require FCC Hearing

THE fraternal relationship of the Tedesco brothers has become an issue in two applications on which the FCC has sent McFarland letters indicating that hearings may be necessary.

Nub of the two letters to separate applicants was that counting all the Tedesco interests, an overlap situation seemed to be involved in the Minnesota-Wisconsin area covered by the five existing Tedesco stations, plus the pending applications—one for a new am station in Winona, Minn. (1570 kc, 1 kw daytime) and the other for a change in the facilities of WISK South St. Paul from 1590 kc, 5 kw daytime to 630 kc, 1 kw directional daytime at St. Paul. The Winona application was filed by Albert S. Tedesco, who also owns KBMO Benson and KDUZ Hutchinson, both Minn. The WISK change of facilities application was filed by Nicholas and Victor J. Tedesco, (brothers of Albert S.) and Antonio E. Tedesco, (father of all three). In addition, Nicholas and Victor J. Tedesco own KCUE Red Wing, Minn., and 74% of WCOW Sparta, Wis.


*An $899,481,000 Buying Power Market!*

**MORE AUDIENCE**

**than any other TV station in the rich heart of Louisiana**

**FROM 5:00 P. M. to SIGN OFF**
*(Monday thru Friday)*

**WBRZ** *rated highest* **in 125 quarter hours out of 149.**

**FROM 12 NOON to 3:30 P. M.**
*(Monday thru Friday)*

**WBRZ** *rating Tops All Others Combined!*

*- from a study by American Research Bureau, Inc., encompassing 31 counties and parishes in Louisiana and Mississippi.*

**WBRZ** Channel **2**

**BATON ROUGE, LOUISIANA**

**Power: 100,000 watts Tower: 1001 ft.**

**NBC-ABC**

*Represented by Hollingbery*

# WIBC

## LEADS IN INDIANA

FIRST IN COMMUNITY SERVICE

Among the many certificates and awards received by WIBC for outstanding public service is the Army and Air National Guard Certificate of Commendation for distinguished service during a recent national test alert. WIBC is proud of this award because it, among others, reflects the station's participation in national preparedness and its leadership in public service in Indianapolis.

FIRST IN AUDIENCE

WIBC not only sets the public service pace in Indianapolis, but WIBC programs lead in audiences, too. In the 31 county Indianapolis trading area, *WIBC programs rank first during 447 out of 504 rated quarter hours each week.**

*Pulse Area Study Sept.-Oct., 1955

FIRST IN THE HEARTS OF THEIR LISTENERS

WIBC's well-known personality salesmen . . . Gordon Graham, Al Brooks, Robin Bright, Jim Shelton, and many others are chiefly responsible for the station's leadership in both public service and big audiences. These same personalities are available on a "first come, first serve" basis to help you sell your product or service.

WIBC 1070 KC

*The Friendly Voice of Indiana*

2835 N. Illinois St.
Indianapolis 8, Indiana

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES




## More Competition Expected On 152-162 Mc Remote Band

BROADCASTERS using the 152-162 mc band for remote voice pickup are going to find they have twice as much competition as before. This is expected to result from the FCC's decision making final the split channel use of mobile service channels in the 152-162 mc band, effective Nov. 1.

There are nine 60-kc channels which broadcasters have been using for aural remote pickups (both radio and tv) on a share basis with other users—government, industrial, maritime, public safety and transportation. The broadcasters' use of these frequencies has been secondary to the other services using the band, with protection afforded to the non-broadcast users.

In its action last week, the FCC opened the way for these frequencies to be used by non-broadcast services on a 30 kc per channel basis. It decided, however, not to specify who may use these narrow-band operations until later. It also declared it looked forward to cutting these channels down to 15 kc as a "distant future" goal.

NARTB, which entered the proceeding in behalf of broadcasters, had agreed to the split-channel idea provided the nine 60 kc channels (152.84-153.38 mc) were assigned for broadcaster use on an exclusive basis. The FCC's decision failed to provide for this.

The Commission also decided not to split channels in the 25-50 mc band because of international interference and the "unpredictable" future of ionospheric scatter. It urged mobile services using these bands to consider moving to higher frequencies.

## FCC Denies Defense Petitions Involving Tv Towers' Height

IN TWO ACTIONS involving so-called "tall-tower" tv proposals, the FCC has denied Dept. of Defense petitions aimed at preventing tower height increases for ch. 5 KGEO-TV Enid, Okla., and ch. 8 WSLA (TV) Selma, Ala.

The Dept. of Defense had requested rehearing of a May 2 grant to KGEO-TV [B•T, May 7] permitting, besides a transmitter-site change, an increase in antenna height from 816 to 1,356 ft. The department also asked for review of a hearing examiner's ruling denying its request to reopen the record in the WSLA case. WSLA, among other things, is seeking a tower height increase from 387 to 1,993 ft.

The FCC said the Dept. of Defense petitions were largely a repetition of material already considered by the Commission. As to a Dept. of Defense proposal to offer into evidence testimony of Air Force officers involved in a collision with the 435-ft. tower of WOAI San Antonio, Tex., during a training flight last April, the FCC doubted whether such evidence would be relevant in either the KGEO-TV or WSLA cases. The FCC said Defense had not shown such evidence was pertinent to the matter of possible air hazard at different locations with different conditions and circumstances.

## WISC-TV Asks 'Crash' Unit Be Held to Original Five

REQUEST that the organization committee overseeing the FCC's "crash" uhf program be maintained at its present level of five groups was filed with Dr. W. R. G. Baker, GE, chairman of the organizing subcommittee, and with the FCC by Arthur W. Scharfeld, Washington attorney (Scharfeld & Baron) for ch. 3 WISC-TV Madison, Wis.

Mr. Scharfeld referred to the Sept. 20 organization meeting [B•T, Sept. 24] and to what he called "some implication . . . that the matter of membership and participation might not have been definitely resolved and that the organization committee then formed and/or the Commission itself might further consider the possible addition of other participating members to the program. It is definitely hoped that this is not in fact the case."

Alluding to his representation of WISC-TV, Mr. Scharfeld went on: "Stations such as WISC-TV are extremely desirous that the *objective engineering facts* concerning these aspects of the vhf-uhf matter be adduced and placed before the Commission as one basis for its policy evaluations on television allocations. These stations have every confidence in and know they have nothing to fear from an objectively factual study by an impartially-balanced organization, with properly limited objectives of engineering research and analysis."

But, the Washington attorney added, WISC-TV is "apprehensive" that special-interest groups who are more concerned with policy than objective research may be added to the initial group. This would not only upset the balance of interests, Mr. Scharfeld declared, but might "pervert" the aims and efforts of the study.

If it is decided that membership is open, WISC-TV said it wanted to participate on the same basis as any others.

## FCC Rescinds Its Action Extending KOB's Service

FOLLOWING an appeals court order last month ordering the FCC to resolve the KOB Albuquerque, N. M., 770 kc case [B•T, Oct. 1], the FCC last week rescinded its Sept. 26 action extending KOB's special service authorization to continue operating on 770 kc but authorized the New Mexico outlet to continue on 770 kc until it issues a further order to effectuate the court's decision.

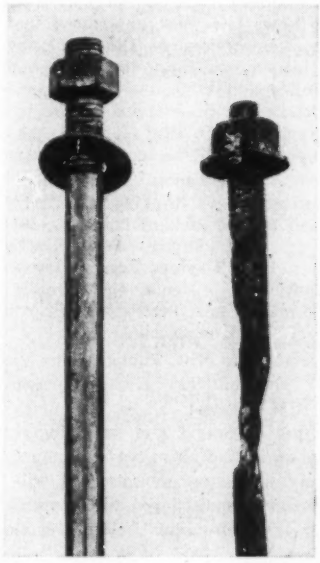
The U. S. Court of Appeals in Washington ordered the Commission to either take KOB off 770 kc or restrict its operation so as to protect WABC New York, the Class 1-A station on that frequency. The court gave the Commission 60 days to act and required that the FCC report what it intended to do or had done in 45 days. KOB has been operating temporarily on 770 kc since 1941; it is officially assigned to 1030 kc.

## KRSM (TV) Wants Cp Back

KRSM (TV) Yakima, Wash. (ch. 23), deleted by the FCC for failure to prosecute its application [B•T, Sept. 24], has asked the Commission for a six-month reinstatement. The station told the Commission that it is going through a financial reorganization, has received a firm affiliation commitment from a national network and plans to proceed with construction of the station.

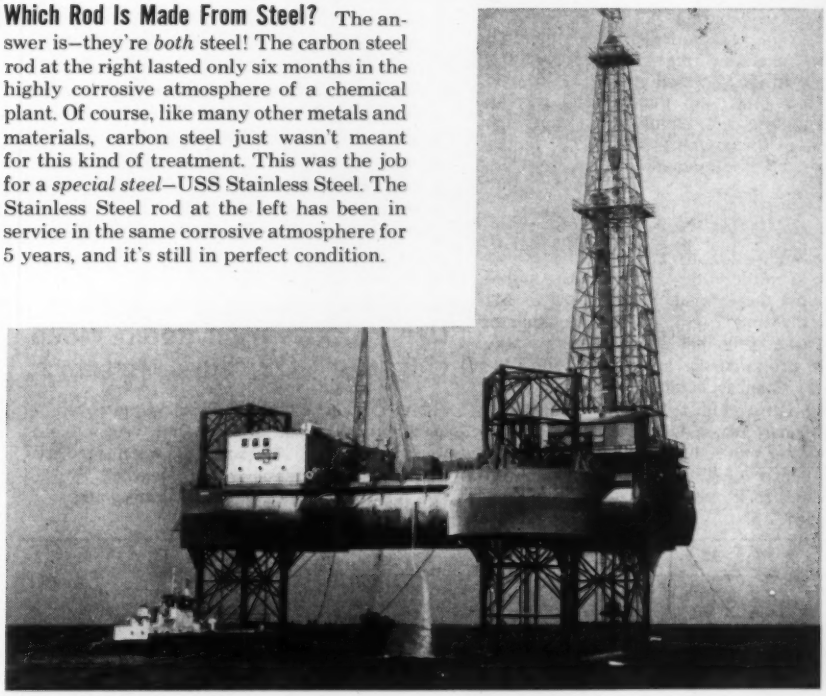

The Continental Divide Station
TV 4
Montana

# Only STEEL can do so many jobs so well



**All-Steel Pool Won't Crack.** That's right. It's a prefabricated swimming pool made entirely from rust-resisting, copper-bearing steel. U. S. Steel's American Bridge Division can install one for you in just about any shape or size. The steel sections are permanently welded watertight; and *this* pool will not crack due to freezing or frost action.

**Which Rod Is Made From Steel?** The answer is—they're *both* steel! The carbon steel rod at the right lasted only six months in the highly corrosive atmosphere of a chemical plant. Of course, like many other metals and materials, carbon steel just wasn't meant for this kind of treatment. This was the job for a *special steel*—USS Stainless Steel. The Stainless Steel rod at the left has been in service in the same corrosive atmosphere for 5 years, and it's still in perfect condition.



**The Steel Scorpion.** This is a mobile drilling platform designed for off-shore oil exploration. It was christened the "Scorpion," and is now busily probing the bottom of the Gulf of Mexico. The all-steel structure accommodates half a hundred men, and it has over half an acre of deck space. Oil Well Supply Division of United States Steel designed and supplied all the drilling equipment.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

**This trade-mark is your guide to quality steel**

# UNITED STATES STEEL

*For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.*

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

**SEE The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.**

## Transfer of WJNO-TV Among FCC Approvals

FCC approved the sales of eight broadcast properties last week, headed by the $492,500 transfer of control of ch. 5 WJNO-TV West Palm Beach, Fla., from Theodore Granik, William H. Cook and son, Thomas M. Cook, to John H. Phipps. Mr. Phipps also owns or controls WTAL-AM-FM Tallahassee, Fla.; WTYS Marianna, Fla., and WKTG and WCTV (TV) Thomasville, Ga.

Among other sale approvals:

KQUE Albuquerque, N. M., from William Wayne Phelps and associates to John P. Albers and associates, for $135,000.

KCCC-TV Sacramento, Calif., from Harry W. McCart and Ashley L. Robison to Sacramento Broadcasters Inc. (KXOA-AM-FM Sacramento) for $67,500.

## Holt Group Would Tighten Union Welfare Fund Control

REP. JOE HOLT (R-Calif.) announced last week that when Congress convenes next January his subcommittee of the House Committee on Education and Labor will offer three legislative recommendations for tighter control of union welfare funds. Exact recommendations were not divulged. The subcommittee earlier this year investigated the Music Performance Trust Fund of the American Federation of Musicians, including the dispute about the trust fund at AFM Local 47 in Hollywood. Congressman Holt said the hearing disclosed that union members should have the right to determine where such payments as royalties should go since they individually earned them.

## KTSA Sale Case Closed

FCC last week officially canceled proceedings involving a protest by KITE San Antonio, Tex., against the sale of KTSA there to McClendon Investment Corp. The Commission approved the $306,000 transaction in May, but KITE protested the grant [B•T, June 11], and the FCC subsequently set the matter for hearing—ordering McClendon to return KTSA to the previous owner, O. R. Mitchell Motors. In ending the proceeding last week, the FCC said that since KITE has withdrawn its protest, the matter is now moot.



# RADIO-TV ADVANCES DON'T IRK POLITICOS

THE national political committees aren't complaining—and, in fact, are enthusiastic—over a fairly new development in radio-tv news coverage of this year's presidential campaign speeches.

This is the newscaster's disclosure over the air, often in direct quotes, of what a candidate is going to say in his actual speech several hours hence. Radio-tv spokesmen of both the Democratic and GOP national committees see no harm whatever in a newscaster telling his audience on a morning news show what Adlai is going to say tonight; or on a night news program what Ike is going to say tomorrow. In fact, both are glad for the "free ride" and the possibility that it may be repeated several times on the air before the speech is delivered.

Both committees send out copies of the scheduled speeches several hours ahead of time so newspapers can set them up in type for full treatment use. Broadcasters who get the jump on the newspapers by airing parts of the speeches ahead of time are just using their ingenuity and their advantage in flexibility to compete with the printed media, spokesmen Ralph Beck, of the Democratic Committee, and Harry Beaudoin, of the GOP Committee, say. And this time of year, neither wants to hurt the radio-tv newsman's feelings by calling him down.

Apparently, neither spokesman thinks his candidate has anything to say during the campaign so timed that it can't be revealed beforehand for the "extra mileage" on radio and tv. Mr. Beaudoin thought possibly some of President Eisenhower's remarks might better be withheld until he makes them.

Mr. Beck didn't see anything new about the advance newscasts. He thinks they've been in fairly wide usage for years in radio-tv.

## Demo Convention Radio-Video Outdrew GOP, Says Nielsen

GRAND totals of radio and television coverage of the political conventions were released last week by the A. C. Nielsen Co., which reported that 40.9 million homes were reached by the two media for the Democratic meeting and 39.5 million homes for the shorter Republican proceedings in San Francisco.

These data, a Nielsen spokesman said, "combine the separate radio and television audiences, which the Nielsen company had been the first to report on a national basis." [B•T, Oct. 1; Sept. 24]. It was emphasized by Nielsen that many millions of homes both heard and viewed the convention proceedings on radio and television, reflecting "the influence of daily living habits on family usage of the two media." Use of both media by the same families, the spokesman said, explains why the separate radio and television audiences prevously reported by Nielsen adds up to more than the unduplicated totals for the combined media.

The Nielsen measurements took into account the total broadcasting efforts of the four radio networks and the three tv networks in bringing the conventions to U. S. listeners and viewers.

## NBC Plans Election Results Via IBM Electronic 'Brain'

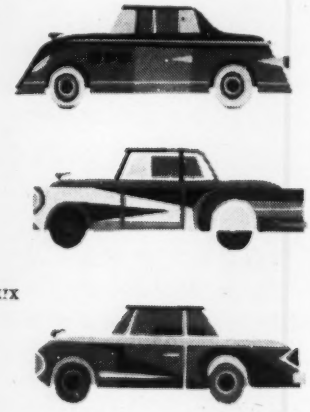
NBC News last week announced that it will utilize the services of IBM in bringing the American public up-to-the-minute tallies on election night. While the intricate mathematical details will be attended by the latest electronic gadgetry in IBM's arsenal, the bulk of the work still will be handled by newsmen.

Among those reporting on returns will be anchor men Dave Brinkley and Chet Huntley, Morgan Beatty, Richard Harkness, H. V. Kaltenborn, Alex Dreier, Peter Hackes, Ray Scherer, Herb Kaplow, Randall Jessee, Joseph McCaffrey, Ray Henle, Ned Brooks, Robert McCormick, Elmer Peterson, Jim Hurlbut, Roy Neal and Jack Chancellor.

According to NBC Public Affairs Vice President Davidson Taylor, arrangements made with IBM last year call for a complete remodeling job of Studio 8-H, involving the installation of a giant bank of computers, sorters, printers and other devices that will keep a constant electronic finger on the political pulse as the hours progress. Teleregister Corp. will set up a 50-foot bank of electronic tally boards, similar to those used by Dow-Jones on Wall Street.

From IBM world headquarters in Manhattan, NBC's Joseph C. Harsch will report on


**"Three times as many..."**



A leading auto dealer in Milwaukee gets high-powered results with a schedule of spots on WXIX. Reports the general manager: "In the five months since we began using a saturation spot campaign on WXIX, we have almost *tripled our business.* We have increased our staff from 8 salesmen to 21...sell 3 times as many new cars as any dealer with a similar franchise in the State. We believe WXIX *alone is responsible for the tremendous record.*" Accelerate *your* sales in the rich Milwaukee market...advertise on low-cost, high-speed WXIX.

WXIX

*CBS Owned*
*Channel 19 · Milwaukee*
*Represented by CBS Television Spot Sales*

## Ike Colorcast a Hit

COLORCASTING of presidential news conferences, successfully tried Sept. 27, may become a frequent feature on NBC-TV, it appeared last week after the White House voiced enthusiasm for the first attempt. NBC-TV's camera at the Sept. 27 session was loaded with Ansco color film. Dave Brinkley, of the NBC Washington news staff, flew to Chicago with the magazines right after the conference, had them fast-developed and went on *Camel Caravan* that evening. The conference room is equipped with several floodlights mounted 25 ft. above the floor level.

and interpret the findings of IBM's "705" electronic brain. The unit, in reality a series of machines that will project voting trends, is the same one that will be used next year to track the U. S. launched, man-made space satellite. Other machines will include the "650" computer, the "402" printer, which translates the mathematical material into readable form, and various other sorting gadgets breaking down the tally into precincts, farm belts, population centers, etc.

Oldsmobile Div. of General Motors Corp., through D. P. Brother & Co., Detroit, Sunbeam Corp., through Perrin-Paus Co., both Chicago, and RCA, through Kenyon & Eckhardt, New York, will share sponsorship of NBC's election radio-tv coverage.

## ABC Election Coverage Set With Buick Picking Up Tab

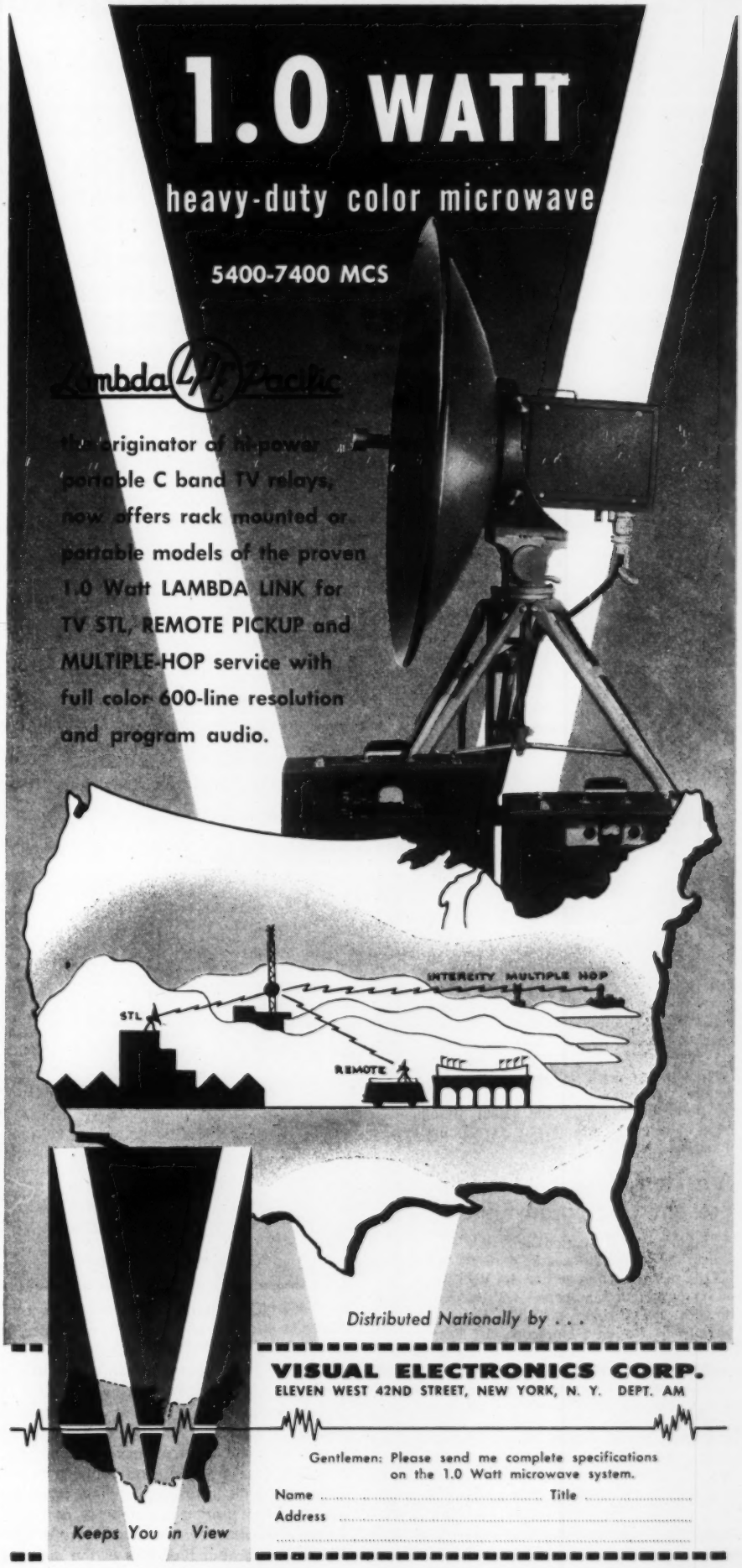
ABC News has organized a 300-man staff of reporters, analysts, technicians, clerks and a battery of electronic computing devices to cover the national elections Nov. 6.

Headed by John Daly, ABC vice president in charge of news, special events and public affairs, the staff will consist of ABC commentators Quincy Howe, Martin Agronsky, Edward P. Morgan, John Edwards, Don Goddard, John W. Vandercook, Ted Malone, Julian Anthony, Albert L. Warner, Paul Harvey, Richard Rendell; Erwin D. Canham of the *Christian Science Monitor;* Leo Cherne, director of the Research Institute of America, and a number of other newsmen. Mr. Daly will be assisted in administrative duties by ABC Vice President Tom Velotta, News and Public Affairs Director Francis N. (Fritz) Littlejohn Jr., Special Events Director Don Coe and Director Marshall Diskin.

Leading direct into election night headquarters at ABC New York will be wires from the principal news wire services, ABC regional offices, and ABC mobile crews, the latter covering headquarters of the leading contenders.

ABC News, not to be outdone by NBC's battery of IBM machines and CBS' now-famous Remington Rand "Univac" electronic brain, will unwrap one of its own—the "Elecom 125," a computer designed and built by the Underwood Corp. This mathematical wizard, continually fed raw information, will spew forth forecasts by the half-hour via a special typewriter facing a live camera. Elecom, placed at the new Underwood data processing center in Manhattan, will be monitored by three ABC-TV cameras.

Buick Div., General Motors Corp., through Kudner Agency, New York, will sponsor both ABC-TV and ABC Radio coverage from 8:30 p.m. EDT, to finish.



1.0 WATT
heavy-duty color microwave
5400-7400 MCS
Lambda Pacific
originator of hi-power portable C band TV relays, now offers rack mounted or portable models of the proven 1.0 Watt LAMBDA LINK for TV STL, REMOTE PICKUP and MULTIPLE-HOP service with full color 600-line resolution and program audio.
INTERCITY MULTIPLE HOP
STL
REMOTE
Keeps You in View
Distributed Nationally by . . .
VISUAL ELECTRONICS CORP.
ELEVEN WEST 42ND STREET, NEW YORK, N. Y. DEPT. AM
Gentlemen: Please send me complete specifications on the 1.0 Watt microwave system.
Name ..... Title .....
Address .....

## Love Me in November

GENERAL Manager George W. Patton of WBML Macon, Ga., not only believes in a literal—but possibly a musical—interpretation of Sec. 315 of the Communications Act, which requires broadcasters to give political candidates for the same office equal facilities. When Mr. Patton received the RCA Victor record album, "The President's Favorite Music," with script, he wired the President's opponent, Democratic nominee Adlai Stevenson, that he had scheduled the album for broadcast and offered equal time to broadcast Gov. Stevenson's favorites. Gov. Stevenson accepted.

## Convention Survey Results Released by WSBT-TV

RESULTS of a survey conducted by the *South Bend* (Indiana) *Tribune* on televiewing and newspaper readership during the recent political conventions have been released by the newspaper-owned WSBT-AM-TV South Bend.

Covering the period Aug. 13 through Aug. 23 and some 1,194 interviewees in South Bend and Mishawaka, Ind., homes, the survey found that 70% of the men and 73% of the women watched the convention telecast on a given day. Together, 18.2% watched the telecasts more than four hours, with women being the heaviest viewers in terms of time at tv sets.

## Political Campaign Spending Probe Scheduled for Oct. 8

CAMPAIGN expenditures by political parties, including funds for radio-tv, will be reviewed at a three-day hearing starting tomorrow (Tuesday) before the Senate Elections Subcommittee. Chairman Albert Gore (D-Tenn.) said campaign committees of both parties, plus subsidiary groups, will account for contributions, pledges, sources, spending and obligations.

NBC Treasurer Joseph A. McDonald, CBS Vice President Richard Salant, ABC Vice President Ernest Lee Jahncke and NARTB President Harold E. Fellows testified before the Senate subcommittee last month at its initial hearings, reporting that the two national political committees had optioned $2.1 million radio-tv time as of Sept. 1 [B•T, Sept. 17]. They denounced proposals for mandatory free time for political candidates and called for amendment or repeal of Sec. 315 of the Communications Act.

## Alaska Television Outlets Present Campaign Films

AS a prelude to the national elections in Alaska, which will be held Oct. 8, CBS-TV affiliated KTVA (TV) Anchorage and KTVF (TV) Fairbanks carried a kinescope of President Eisenhower's speech over CBS-TV Sept. 19 and planned to present a kinescope last Tuesday of the President's speech of last fortnight. Kinescopes of five-minute talks by Adlai Stevenson also are being presented on the Alaskan tv outlets. These programs are carried in paid time, according to Alaska Radio-Tv Sales Corp., New York, representative of the stations, which worked out arrangements with CBS-TV and Northwest Airlines. The national elections are held in Alaska about a month earlier than in the U. S. dating back to the period when transportation and communications were not so rapid as today.



# TvB PLANS INSTANTANEOUS DATA SERVICE

**Association will install new IBM machine that electronically memorizes lastest facts and figures on tv advertising.**

A TV advertising information center based on a "revolutionary new electronic brain" capable of supplying comprehensive data instantaneously is being planned by Television Bureau of Advertising.

Hub of the center will be International Business Machines' new IBM 305 RAMAC, publicly announced last month, which is slated for delivery to TvB in about 18 months.

TvB president Oliver Treyz said the center, to be known as TELEVIC, will give agencies and advertisers instant access to latest facts and figures on tv advertising, all of which will be stored continuously, as they occur or change, in the "memory" of the machine.

"With the establishment of this unique center," he said, "an advertiser or a client will be able—by mail or phone—to obtain comprehensive data on the medium.

"For example, an advertising agency seeking the latest pertinent data on sponsorship history for automobile tires will be able to contact TELEVIC and immediately receive a complete rundown on the subject, by network and national spot, by time period,, by brands, by dates, by dollars invested, etc., in any conceivable combination.

"All of this information will be current. At present, it may take hours or days to obtain these facts—and often the information is out of date."

Rental on the machine is $3,200 a month. Spokesmen said that it presumably will be installed in TvB's New York headquarters at 444 Madison Ave.

The 305 RAMAC—random access memory accounting machine—was described as the latest IBM electronic data-processing system. Unlike conventional systems, authorities said, it uses the continuous accounting principle. New information is stored in its "memory"—a stack of magnetic discs capable of holding 5 million characters—as soon as the information becomes available.

Mr. Treyz said TvB's plan includes setting up a complete research program by staff members who will attend IBM's school.

"At TvB," he continued, "the new IBM unit will electronically store, index, calculate and tabulate data now contained in voluminous files, duplicated in the offices of advertisers and agencies all over the U. S. TELEVIC represents a major step forward in TvB's program to enable advertisers to get immediate access to all the facts which will enable them to use tv more productively."

## RAB Task Force in Detroit

FIVE-man radio advertising team is slated to "blitz" local and regional advertisers and agencies in the Detroit area this week with presentations on the value of radio advertising. The team, headed by RAB President Kevin B. Sweeney, is expected to call on about 50 advertisers in 15 categories of business.

INSPECTING unobtrusive tv camera location after trial coverage demonstration before the joint meeting of the California State Bar and the Conference of California Judges in Los Angeles [B•T, Sept. 24] are (l to r) Donald Rosenquest, director of operations, KNXT (TV) Los Angeles, which provided equipment and technical crew; Ewing C. Kelly, president and general manager of KCRA-TV Sacramento and chairman of the Freedom of Information Committee of the California State Radio and Television Broadcasters Assn.; Judge Justin Miller, ex-board chairman of NARTB and the industry's principal legal advocate for free access; George Greaves, general executive, KRCA (TV) Los Angeles, and CSRTBA president, and Judge Lester W. Roth, chairman of the State Bar's committe investigating the problem of radio-tv court coverage. One of two live cameras used, this one was at rear of speaker's rostrum. An audience of 400 judges and attorneys was not aware of radio-tv "coverage" until informed by the meeting chairman near the close of the morning session.

Harvey Picker, President of Picker X-Ray Corp., says:

# "Here's an inside story on Picker X-Ray!"

"You're looking into two important ingredients of Picker success – time and money.

"Time is essential when a hospital's X-ray equipment needs a replacement part. There are thousands of parts which no one could afford to stock-pile everywhere in the country.

"What happens? They call the nearest Picker office and the order is relayed to Cleveland, our manufacturing center. Whatever's needed always gets there – and fast!

"How? By Air Express!

"But still, money is a consideration. With Air Express service – including delivery to the door – most of our shipments cost less than any other air service. 15 lbs., for instance, Cleveland to Milwaukee is $3.23. It's the lowest-priced complete air-shipping service by $4.02!"

**Air Express**

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY

## Discussion of Canon 35 To Highlight N. D. Meeting

TALK on limitations of the American Bar Assn.'s Canon 35 governing courtroom proceedings will highlight the fifth annual meeting of the North Dakota Broadcasters Assn. in Minot Oct. 12.

Judge A. J. Gronna, Fifth Judicial District, North Dakota, will be principal luncheon speaker at the one-day session, to be held at the Clarence Parker Hotel. Jack Dunn, WDAY-AM-TV Fargo, will preside over the meeting as NDBA president, Election of officers will be conducted.

Other state associations with October meetings include the Illinois Broadcasters Assn., which met last week, and Kentucky Broadcasters Assn., which convenes Oct. 10-11.

Judge Gronna is credited with permitting KLPM Minot's news and special events department to tape—and air in its entirety—the trial and sentencing of a confessed sex murderer, Charles Harlan Olive, in Minot. Judge Gronna's talk comes in the wake of increasing evidence on scattered fronts that ABA may relax its Canon 35 on judical ethics, which encompasses ban on radio-tv coverage of court trials [B•T, Sept. 24, 3]. NDBA Freedom of Information committee is headed by Norm Schrader, WDAY, and Ken Knutson, KLPM.

NEW OFFICERS of the Oklahoma Chapter of American Women in Radio and Television were elected at a meeting of the organization a fortnight ago in Tulsa. L to r are Sarah Jane Moon, KSFA Nacogdoches, Tex., vice president of the southwest region; Sadie Adwon, KTVX (TV) Muskogee, Okla., president; Dora Belle Legg, KVOO-TV Tulsa, eastern area vice president; Vivian Batten, KWTV (TV) and KOMA Oklahoma City, western area vice president, and Sally Milstead, Payne Watts Agency, Tulsa, treasurer.

## Law Journal Article Debates Radio-Tv Coverage of Courts

THE pros and cons of radio-tv access to the courtroom are debated in the September issue of *American Bar Assn. Journal.* Arguments from three positions are presented by Justin Miller, former NARTB chairman-president, on behalf of radio-tv coverage; J. R. Wiggins, managing editor of *The Washington Post and Times-Herald,* on behalf of still, film and tv camera coverage, and Richard P. Tinkham, chairman of the ABA Committee on Public Relations, in support of the Canon 35 ban on visual and aural coverage.

ABA's Canon 35, with its restrictions on modern media, is being reviewed by ABA. It was adopted in 1937 and amended in 1952 to include broadcasting.

In an editorial commenting on the debate, the *Journal* suggests further study of the subject, adding, "If any change is to be made in Canon 35 in the future it will only be because of intelligent, dispassionate persuasion supported by statistics, by further experiments in actual courtroom tests, and by mutual cooperation between the broadcasters, the bench and the bar. . . . Because of the high costs involved in telecasting, one point must be kept in mind: it is likely that only celebrated cases or sensational trials in which there is a great public interest will be broadcast. In such cases it is necessary that the broadcasters remember that the primary objective of the trial is not the satisfaction of public curiosity but solely of doing justice to the parties involved and thereby to the public."


windows of the soul

the inner voice that shines out when people sing of faith and love gives religious music a beauty beyond compare—stirring to hear in the Spectacular Sound of Sesac Library's "R" Section, now available separately

Use this precise, high-calibre library to program religious music more effectively

*send for prepaid audition discs*

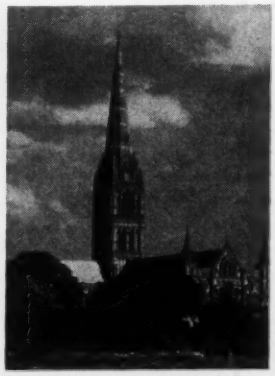
THE sesac TRANSCRIBED LIBRARY

*(now available in sections)*

THE COLISEUM TOWER ■ NEW YORK 19

*Angelus Choir*
*Perry Crawford*
*John Daniel*
*Vep Ellis*
*Revelaires*
*Stamps-Baxter*
*Trinity Choir*

*and many other outstanding vocal groups*




## Atlanta Adv. Club Hears Challenge by K&E's Brophy

"AS marketing and advertising men, we must help to adjust demand to supply rather than supply to demand," Thomas D'Arcy Brophy, chairman of Kenyon & Eckhardt, told the Atlanta Advertising Club last week. Mr. Brophy was in Atlanta in connection with the formal opening of K&E's regional office there.

"We must create advertising which is more productive and create advertising with greatly increased efficiency," he said. "In 1965," he predicted, "we will have to be selling about $350 billion worth [of consumer goods and services] compared with the $250 billion we are selling today. That's the challenge we in advertising and marketing face—you and I and all our associates."

## SCBA Presentation Shows Radio Value vs. Newspapers

SALES presentation to show comparative costs of radio and newspaper advertising in the Los Angeles market, based on a new study by The Pulse Inc., was unveiled Sept. 27 in Hollywood by the Southern California Broadcasters Assn., and is being shown twice daily to major retail advertisers, agencies and service organizations through November.

Unique value of the new SCBA presentation is that newspaper advertisement "notation" and radio ratings are equated on the same basis of total homes in the Los Angeles metropolitan area, including 1.9 million homes in Los Angeles and Orange counties, according to Frank Crane, SCBA president. Ordinarily, Mr. Crane said, advertisement readership and notation in newspaper studies by Advertising Research Foundation and Starch use the single newspaper's town total home circulation as the base rather than total homes in the market.

The SCBA study disclosed that one typical morning newscast on a local station delivers 1,000 tuned in homes for 52 cents while a full-page in a local morning paper costs $12.61 to deliver 1,000 family "notations."

Mr. Crane noted that of the four daily Los Angeles newspapers *The Times* reaches 19% of total homes, the *Herald-Express* 16%, *Examiner* 15% and *Mirror News* 12% for a total penetration of 62% not counting duplication. In the SCBA study, no ad in the *Times* could exceed 19%, he explained, which would correspond with 100% for Starch or ARF.

The SCBA president observed that a typical one-quarter page in the *Times* costs $564.30 and delivers notation by 2% of the total homes in the metropolitan area while one spot on each of the city's 13 radio stations costs a total of $413 and delivers a cumulative home listenership of 24% or 27%.

Mr. Crane also related several radio success stories, including the Southern Pacific Railroad's test of a jingle on one Los Angeles and one San Francisco station for three weeks in June which jumped traffic 17% on the San Francisco-Los Angeles "daylight" train [B•T, Sept. 17]. The traffic had been steadily decreasing for nine years. The jingle, which won top honor last summer at the craft competition of the Advertising Assn. of the West, was produced by Song Ad Film-Radio Productions, Hollywood, and is being used now by the Southern Pacific in a heavy saturation radio campaign on six stations in each of the two markets.

## Promotional Kits Shipped For VOD Essay Contest

OVER 28,000 high schools in the U. S. and territories have been sent promotion material to be used in the 10th annual Voice of Democracy Contest, according to Frederick H. Garrigus, NARTB manager of organizational services and co-chairman of the VOD committee.

All radio and tv stations will receive shortly a transcription containing information as well as promotional material for use in the contest. Statements are made on one side of the disc by Eric Sevareid, CBS commentator, and John C. Cornelius, president of the American Heritage Foundation. On the other side appears a recording of one of last year's winning essays, that of Gabriel Kajeckas, of Washington.

## Use of Local Radio-Tv Recommended by Venard

CONTINUED use of radio and television on the local level was urged last week by Lloyd George Venard, president of Venard, Rintoul & McConnell, New York station representative, as a means of achieving "ultimate efficiency" in an advertising campaign that makes use of other media.

This recommendation was made by Mr. Venard during a talk before a radio-tv clinic of the York (Pa.) Advertising Club on "Profitable Local Use of Television and Radio." He stressed that local and national use of radio and television capitalizes "almost equally" on the characteristics of the two media.

He listed the "plus" characteristics of radio and television but cautioned the clinic that, although classes in radio-tv are valuable, the media change "so rapidly that a textbook is antiquated before it is off the press." He recommended that the group read carefully the magazines comprising the radio-tv trade press.

## ANTA to Star at RTES Meet

THE FUNCTION of the American National Theatre & Academy (ANTA) in the fields of television and the legitimate stage will be explored at the monthly luncheon of Radio-Television Executives Society this Wednesday at New York's Roosevelt Hotel. Speakers will include Chairman Robert W. Dowling, Executive Director Williard Swire, both of ANTA, producer Herman ("My Fair Lady") Levin, Basil Rathbone, Celeste Holm and Peggy Wood, the latter an ANTA vice president.


Men Who Know Akron Best*

BUY MOST on WAKR

IN AKRON...

WAKR IS 1st

*Leading
- DEPARTMENT STORES
- SUPER MARKETS
- BANKS
- AUTO DEALERS
- AND OTHERS

IN LOCAL AND NATIONAL SALES

Nationally Represented by WEED AND CO.

RADIO-TELEVISION CENTER

853 Copley Road — Akron 20, Ohio

# NARTB MEETS MOVE INTO SECOND HALF

**Fifth regional meeting opens Thursday in Washington. Total attendance at first four sessions was 718, under the 813 total of last year.**

NARTB's fall series of regional meetings will open the second half of the schedule Thursday in Washington, with a two-day program to be held at the Shoreham Hotel. FCC Comr. Robert E. Lee, who addressed the Oklahoma City meeting Sept. 27, will be the speaker at the Thursday banquet.

Advance registrations point to an attendance of nearly 400, double the average for regional meetings. Participation of attorneys and federal officials will swell the registrations.

Total registrations during the first half of the series ran 718 compared to 813 a year ago, according to William L. Walker, NARTB convention manager for the series. This decline was due mainly to slim attendance at Oklahoma City, since Texas stations were not as well represented as was the case at Dallas last year. Distance factors and an adjacent Texas Assn. of Broadcasters meeting in 1955 were cited.

Final registration figures for the first four regional meetings follow: Minneapolis, 207 (203 in 1955); Salt Lake City, 137 (142 in 1955); San Francisco, 205 (247 in 1955); Oklahoma City, 169 (251 in 1955).

Sixth meeting of the 1955 series will be held Oct. 15-16 at the Somerset Hotel, Boston, followed by the seventh, Oct. 18-19, at the Sheraton Lincoln Hotel, Indianapolis. Final meeting will be held Oct. 25-26 at the Dinkler-Tutwiler Hotel, Birmingham.

George H. Clinton, WPAR Parkersburg, W. Va., will be host director at Washington. James H. Moore, WSLS Roanoke, Va., will share the chairmanship of meetings. They are the district directors for the states belonging to the region (Pa., Md., D. C., W. Va., Del., N. C., S. C., Va.).

Following the 1956 format, the Washington meeting will open Thursday with a full morning program on station administration, led by John F. Meagher, NARTB radio vice president. President Harold E. Fellows will speak at the noon luncheon. Another luncheon feature will be a debate on the proposal to restore directors-at-large to the Radio Board. J. Frank Jarman, WDNC Durham, N. C., medium station director-at-large, will argue the affirmative. He will be opposed by Herbert L. Krueger, WTAG Worcester, Mass., New England district director and Radio Board vice chairman.

In the afternoon one tv and two radio sessions will be held concurrently. A. G. Ferrise, WMMN Fairmont, W. Va., will lead a small-market rado clinic. John B. Tansey, WRVA Richmond, Va., will direct a large-market radio clinic.

G. Richard Shafto, WIS-TV Columbia, S. C., chairman of the NARTB Tv Code Review Board, will conduct a code meeting, aided by Edward H. Bronson, tv code director. Thad H. Brown Jr., NARTB tv vice president, will preside at the tv meeting which will wind up with a presentation by Television Bureau of Advertising. Norman Cash, vice president, and Howard Abrahams, retail sales director, will represent TvB in a presentation titled "Television in 1957."

Friday morning's program includes a Washington tv roundup by Mr. Brown and a small-market tv discussion by Charles H. Tower, NARTB employer-employe relations manager. Dave Bennett, of the Triangle Stations, is scheduled to lead a clinic on tv management's sales problems. Resolutions will be adopted at the luncheon.

Joseph M. Sitrick, NARTB public manager, will present a feature titled "Inside NARTB." Vincent T. Wasilewski, government relations manager, will cover the regulatory situation. Mr. Tower winds up the program with a personnel feature, "Was Fenwick Really Hired?"

## Insurance Plan Set

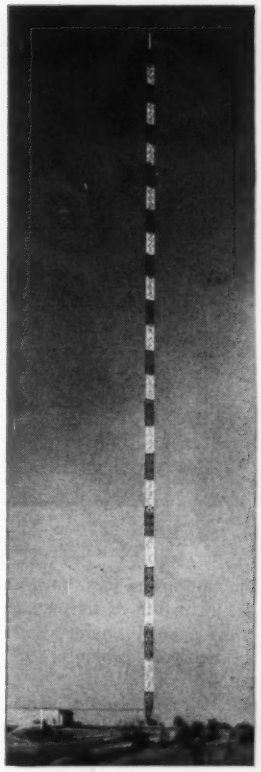
NARTB'S group life insurance plan for employes of its members went into operation Oct. 1. The plan was worked out after a 2½-year study by the association's insurance committee, which picked Metropolitan Life Insurance Co. as carrier. Member stations and associates, except in Texas and Ohio where group participation is illegal, can participate in the plan.

MOUNTAIN STATE broadcasters heard FCC Comr. John C. Doerfer advocate indeterminate licenses at Salt Lake City NARTB regional meeting [B•T, Oct. 1]. L to r: Rex Howell, KREX-TV Grand Junction, Colo.; Art Mosby, KGVO-TV Missoula, Mont.; Richard M. Brown, KPOJ Portland; Mrs. Georgia Davidson, KIDO-TV Boise, Ida.; Comr. Doerfer; Jack Paige, Intermountain Network; Phil Hoffman, KLZ Denver; Joe Herold, KBTV (TV) Denver.

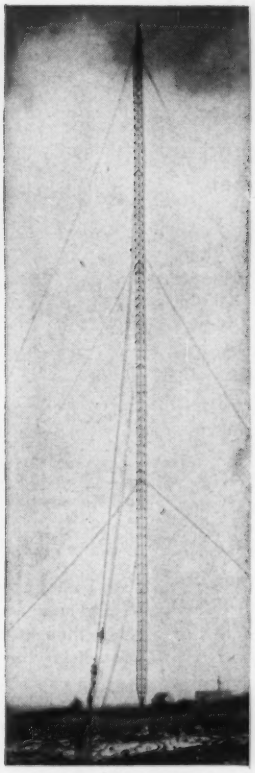
THREE NARTB directors took part in the association's regional meeting, held at Oklahoma City [B•T, Oct. 1]. They were W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Robert Pratt, host director, KGGF Coffeyville, Kan., and Alex Keese, WFAA Dallas. L to r: Grover Cobb, KVGB Great Bend, Kan.; Gus Brandborg, KVOO Tulsa; Messrs. Rogers, Pratt and Keese; Aubrey Jackson, KGNC Amarillo, Tex.

THESE five conferred in a corridor at Oklahoma City (l to r): Fred Vance, KWTV (TV) Oklahoma City; Mike Shapiro, KTVX (TV) Muskogee, Okla.; Frank Lane, KRMG Tulsa; Jack McGrew, KPRC-TV Houston, and Willard Walbridge, KTRK-TV Houston.

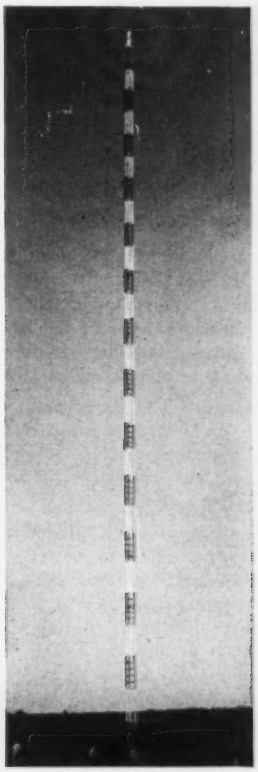
# for peak performance ... in all weather



KTBS-TV, Shreveport, La.
1153 feet tall

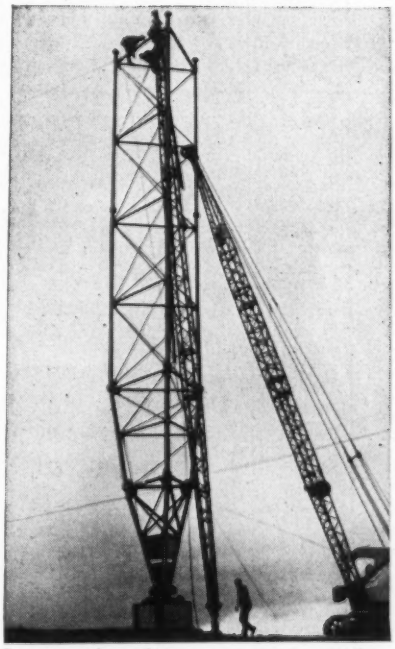


WFMJ-TV, Youngstown, Ohio
1015 feet tall



WBAP-TV, Fort Worth, Texas
1113 feet tall

## TRUST TRUSCON'S TALL TOWERS



Construction close-up on new 1282-foot Truscon Triangular Guyed Tower for WWTV in Cadillac, Mich.

"Neither snow nor rain nor heat nor gloom of night..."

This part of the inscription on New York's main post office might have been written about Truscon® Towers. And we might add, "nor wind . . ."

It's a fact, when you specify Truscon you get more than a tower of steel. You get dependability—peak performance *proved* under all weather conditions. You can trust Truscon's tall towers. They go up to stay.

Whatever your tower requirements—any height—guyed or self supporting—tapered or uniform—for AM, FM, TV or Microwave—Truscon has the experience, skill and facilities to design and build the tower you need, *right,* from the ground up.

For complete information on Truscon Steel Towers, phone or write any Truscon district office. Or call us direct at "tower headquarters" in Youngstown.

TRUSCON®

TRUSCON MARK OF MERIT PRODUCTS

**TRUSCON STEEL DIVISION**
**REPUBLIC STEEL**

1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.

REPUBLIC STEEL

A NAME YOU CAN BUILD ON

# MARTIN TO NARTB IN PR EXPANSION

## He reports directly to President Fellows and will attend four remaining regional meetings of autumn season.

NARTB's expanded public relations program, ordered by the board last summer, will get under way in November as Donald H. Martin, public relations director of the British Travel Agency, joins the association as public relations assistant to President Harold E. Fellows.

Mr. Martin will be introduced to broadcasters at the four regional meetings starting Thursday in Washington, making the second half of the autumn tour with the NARTB headquarter's traveling troupe.

In his broadcast role, Mr. Martin reports directly to President Fellows. He brings extensive public relations experience, having been with the British group since 1950. In that time, American tourist traffic to England increased from 91,000 to 316,000 a year, with dollar earnings from U. S. visitors rising from $38 million to $134 million as tourism became Britain's largest single item of American trade.

Previously, Mr. Martin had been with Cecil & Presbrey, New York agency, and the public relations firm of Robinson Assoc. During World War II, he served in the U. S. Navy as an executive officer on a minesweeper and a feature writer-editor of Navy publications. He began his journalistic career at U. of California and later worked on the *San Francisco Chronicle* and at the San Francisco bureau of United Press and Associated Press. His wife is the former Betty Sullivan of San Francisco. Mr. and Mrs. Martin, with their two sons, will reside in Washington.

Mr. Fellows has not yet announced how the NARTB organizational pattern will function when Mr. Martin takes office. Robert K. Richards, public relations consultant, serves the association in an active advisory capacity. Joseph M. Sitrick is manager of publicity and informational services. Frederick H. Garrigus is manager of organizational services. In this role he contacts civic, educational and non-regulatory government agencies. Vincent T. Wasilewski is manager of government relations and congressional contact.

The move to expand NARTB's public relations to meet increasing criticism from minority groups and other sources developed at the June board meeting. President Fellows was directed to name a special study committee comprising himself and six board members to conduct an inquiry into the situation. The committee drew up a program at a July 25 meeting [B•T, July 30].

This program, later approved by a mail vote of the board, authorized $50,000 additional for public relations during the current fiscal year, to be spent at the president's discretion.

Discussing the problem at the recent regional meetings, President Fellows said: "More of my own time and that of our executive staff—the vice presidents and the departmental managers, our public relations consultant—will be given not only to active effort in the public relations

MR. MARTIN

field, as has been the case in the past, but also to planning: actual anticipation of the trouble areas, thoughtful effort in analyzing problems and solving them before they become critical. We are employing a top executive within the house who will devote his full time to coordinating this effort, and to actual field work as well. Our purpose will be to persuade, to tell convincingly, and in every forum, the positive story of broadcasting—and to do this so effectively that there may be no misunderstanding anywhere, at any time, about broadcasting in America."

Members of the special public relations committee, besides Mr. Fellows, were Campbell Arnoux, WTAR-TV Norfolk, Va., Tv Board chairman; Arthur Hull Hayes, CBS Radio; William D. Pabst, KFRC San Francisco; Ernest Lee Jahncke Jr., ABC; John E. Fetzer, Fetzer Stations; John M. Outler, WSB Atlanta, Radio Board chairman.

# TV ALLOCATION TRENDS REVIEWED AT AIEE MEET

A REVIEW of television allocation trends, including FCC consideration of possible revisions in assignments, was given some 2,500 engineers, scientists and industrialists at the fall general meeting of the American Institute of Electrical Engineers in Chicago last week.

In a paper delivered Tuesday Oscar W. B. Reed Jr. discussed growth of television broadcast service since 1945, including such factors as uhf, color tv, toll television and community antenna systems.

"The reduction of susceptibility to interference in the television service . . . forecasts the possibilities of either wider effective service ranges by existing stations or the ability to reduce station separation considerably," Mr. Reed said. "The utilization of some of these new tolerances coupled with directional antenna techniques, such as are common in the standard broadcast field, may be the next logical step in the television broadcast service."

The AIEE meeting was held concurrently with the 12th annual National Electronics Conference, sponsored by the Institute of Radio Engineers, American Institute of Electrical Engineers and Schools, with Radio-Electronics-Television Mfrs. Assn. and Society of Motion Picture and Television Engineers as co-sponsors. AIEE and NEC sessions were held at the Morrison and Sherman hotels, respectively.

One highlight of the NEC was a projection into the future involving radio. Curtiss R. Schaefer described the possibility of implanting radio receivers in the brain for complete human control of all thought and action. The process would make obsolete radio, tv and newspapers by transmitting information directly to the brain—a field known as biocontrol—he reported, claiming considerable research in the field.

Among other topics explored at the AIEE meeting were closed circuit color tv at Walter Reed Hospital, earth satellites, newspaper transmission by facsimile, video systems, and

ILLINOIS State Broadcasters elected new officers at its semi-annual meeting held last week at Springfield, Ill. In a discussion at the session are (l to r) Harold Safford, WLS Chicago, IBA director; George C. Biggar, WLBK DeKalb, newly-elected president; Harold L. Dewing, WCVS Springfield, newly-elected secretary-treasurer; Joe Bonansinga, WGEM-AM-TV Quincy, retiring president; James H. Firmin, WMOK Metropolis, newly-elected director; Adlai C. Ferguson Jr., WPRS Paris, director, and Charles R. Cook, WJPF Herrin, past secretary-treasurer.

# Behind the Ships that Set the Pace . . .
# a Master's Touch in Oil

World's mightiest ship, the Navy's newest ocean-going airfield—U. S. S. Saratoga . . .

Maiden voyage of the world's first atomic-powered submarine . . .

All the Atlantic Blue Ribbon Winners, from the Mauretania to the S. S. United States . . .

World's fastest boat, 216 miles an hour—Donald Campbell's Bluebird . . .

Two-fifths of all the world's freighters . . .

The race horses and the work horses of the seas have one thing in common—SOCONY MOBIL'S *master touch* in lubrication.

Good reason! When the chips are down—when records are at stake—when schedules must be met—the men who know marine machinery look to SOCONY MOBIL for its protection.

★ ★ ★

Wherever there's progress in motion—in your car, your ship, your plane, your factory, your farm or your home—*you, too, can look to the leader for lubrication.*

**SOCONY MOBIL OIL COMPANY, INC.**

LEADER IN LUBRICATION FOR 90 YEARS

Larry Bentson means the big city half of Minnesota. You can woo the Minneapolis-St. Paul Market with a million-and-a half "please buy" letters. Or you can spread your budget thin on half a dozen runner-up stations. But for immediate sales impact, you've got to reach Minn where she listens—on WLOL.

WLOL's Big 5 disc jockeys give you the quickest, most responsive block-by-block coverage in the big Twin Cities orbit. Add WLOL's unparalleled out-of-home audience and you'll see why more advertisers sell more products on WLOL than on any other independent station in this market.

PULSE PROVES IT

No. 2 STATION IN THE TWIN CITIES

No. 1 INDEPENDENT STATION IN THE NORTHWEST

WLOL

MINNEAPOLIS ST. PAUL

1330 on your dial 5000 watts

LARRY BENTSON, President

Wayne "Red" Williams, Mgr., Joe Floyd, V.P.

represented by AM Radio Sales


other tv and aural broadcasting subjects. Among exhibits at the NEC session were Allen B. DuMont Labs' cathode ray and pulse generator instruments with "radical" styling and design changes. They were described as forerunners of its new "400" series of test.

Reducing press transmission costs by increasing speed was explored in an AIEE conference paper delivered Wednesday by A. G. Cooley and J. R. Shonnard, Times Facsimile Corp., New York. They stressed that "increasing the speed does not necessarily increase the cost of transmission" and it is possible to reduce costs by high speed facsimile. Various automation techniques were discussed at the NEC meeting Wednesday.

Dr. John P. Hagen, director of the "Vanguard" project at the Naval Research Lab, Washington, D. C., reported on the physical aspects of the earth satellite program.

## Maryland-D. C. Assn. Elects Robert Cochrane President

ROBERT B. COCHRANE, WMAR-TV Baltimore, was elected president of Maryland-D. C. Radio & Tv Broadcasters Assn. at a meeting last Tuesday in Baltimore. He succeeds Ben Strouse, WWDC Washington. Fred S. Houwink, WMAL-AM-TV Washington, was elected secretary-treasurer, and William H. Paulsgrove, WJEJ Hagerstown, was re-elected vice president.

MR. COCHRANE

Elected directors were Robert Beane, WFMD Frederick; Jayson T. Pate, WASA Havre de Grace; Shelton Earp, WBMD Baltimore; Malcolm A. Campbell Jr., WNAV Annapolis; Carleton D. Smith, WRC-AM-TV Washington; Joseph L. Brechner, WGAY Silver Spring, and Gordon P. Richards, WCEM Cambridge.

Mr. Strouse's report urged formation of an employe placement bureau, publication of a monthly bulletin and daily farm broadcasts. As chairman of the broadcast advisory committee working on simplification of FCC reports, Mr. Strouse said progress is being made in the effort to reduce the paper work required of broadcasters.

Endorsement was given the Maryland "RADIO" safety campaign (Reduce Auto Deaths in October) and legislative proposals to provide equal access to state proceedings with other media as well as radio-tv participation in legal notice advertising. Mr. Brechner urged members to contact the state group or NARTB in case of access problems. He is chairman of the state freedom committee and a member of NARTB's Freedom of Information Committee.

The association endorsed Comr. John C. Doerfer's proposal for indeterminate station licenses.

## Clear Channel Meet Opens

PROGRAM DIRECTORS from member stations of the Clear Channel Broadcasting Service will conduct a two-day meeting in Chicago starting today (Monday). Bruce Dennis, WGN Chicago, will serve as host for the sessions at the Sheraton Hotel, with Hollis Seavey, CCBS director, presiding. Purpose of the meeting is to exchange views on various aspects of programming by clear channel outlets.

## Mass. Broadcasters Elect WHIL's Tarlow President

SHERWOOD J. TARLOW, WHIL Medford, Mass., was elected president of Massachusetts Broadcasting Assn. at its Sept. 27 meeting, held in Boston. Roy V. Whisnand, WCOP Boston, was elected vice president; Henry Solomon, WNBH New Bedford, treasurer; George H. Jaspert, WCCM Lawrence, secretary.

MR. TARLOW

All officers serve on the board. Also elected directors were George W. Steffi, WNAC Boston; W. C. Swartley, WBZ Boston; Herbert L. Krueger, WTAG Worcester; John J. Hurley, WNEB Worcester, and Lawrence A. Reilly, WTXL Springfield.

## Radio Beats Tv to Adults Most of Day, Says Sweeney

EXCEPT for a 2½ hour period beginning at 8 p.m., radio reaches more adults than tv even in large cities heavily covered by television, Kevin Sweeney, president of the Radio Advertising Bureau, last week told a meeting of the Indianapolis Advertising Club.

Mr. Sweeney reported that he was using special Pulse reports for 27 cities where tv has close to maximum penetration to document his claim of adult listening-versus-viewing statistics. He acknowledged that radio has "no child's audience of any size," but contended that from the teenage period on, radio has become "a daily listening habit."

He also forecast a 2 million annual sale of pocket transistor radios; a $500 million level of local business for radio, and a rise in automobile listening from its current 1 billion hours a month to a 1.3-billion-hour month by 1958.

## Multiplex Operation Meet Set

FIRST national meeting of fm broadcasters and functional music representatives interested in multiplex operation will be held in Chicago Oct. 20-21 at the Ambassador West Hotel, it was announced Wednesday by the program chairman, Robert Brazy, president of Pan American Broadcasters, 9221 West Pico Blvd., Los Angeles 35. Mr. Brazy's father founded KFMU (FM) Los Angeles. All phases of functional music and multiplex operation will be explored, including engineering and programming. Group informally organized following the NARTB convention last spring.


The Continental Divide Station

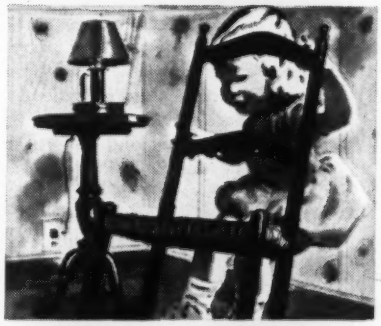
TV 4

Montana

**NOTICE TO EDITORS**—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

around one year . . .

around two years . . .



around three years . . .

around four years . . .

# What are the greatest hazards at these ages?

TODAY, ACCIDENTS are the greatest single hazard of early childhood. In fact, accidents in and about the home take the lives of about 3,000 children yearly in the age group from one to four. Thousands more of our children are injured . . . and many are permanently crippled . . . *by accidents which might have been prevented.*

One way to help safeguard young children is to know something about what a child does at various stages of growth. Around age one, for example, they put practically everything in their mouths. This is why household cleansers, and small objects such as pins and buttons, should be put away.

Age two is the time when the child explores and investigates everything around him. So, potentially dangerous things—such as medicines, knives, matches and electrical equipment—should be kept where a child cannot reach them.

The child of three may have a serious fall, especially when he climbs near windows, on furniture, or goes up and down stairs. Windows should have guards on them. Screens need to be firm and securely fastened. Stairs should always be free of objects on which a child can trip.

Four-year-old children are "runabouts." They should be taught to watch for cars in driveways and to ride their tricycles on the sidewalk.

Children need regular health examinations for correcting defects of vision or hearing that could lead to mishaps. If *repeated* accidents occur, a special effort should be made to discover the cause.

Children of school age also have many accidents. So, be sure to remind them of the importance of crossing streets properly, obeying traffic lights and equipping and riding their bicycles for safety.

COPYRIGHT 1956—METROPOLITAN LIFE INSURANCE COMPANY

**Metropolitan Life Insurance Company**

*(A MUTUAL COMPANY)*

1 MADISON AVENUE, NEW YORK 10, N. Y.

# NEMS-CLARKE'S
# ACCESSORY UNIT
## TYPE 121

- **Provides an output for the operation of a 1 milliampere recorder**
- **Provides an acoustic output (panel mounted speaker) to eliminate need for headphones**
- **Provides a source of power for operation of the 120D over long or continuous periods**

The Model 121 Accessory Unit is designed as a companion unit to the 120-D field intensity meter (also the WX-2A, WX-2B, WX-2C and WX-2D).

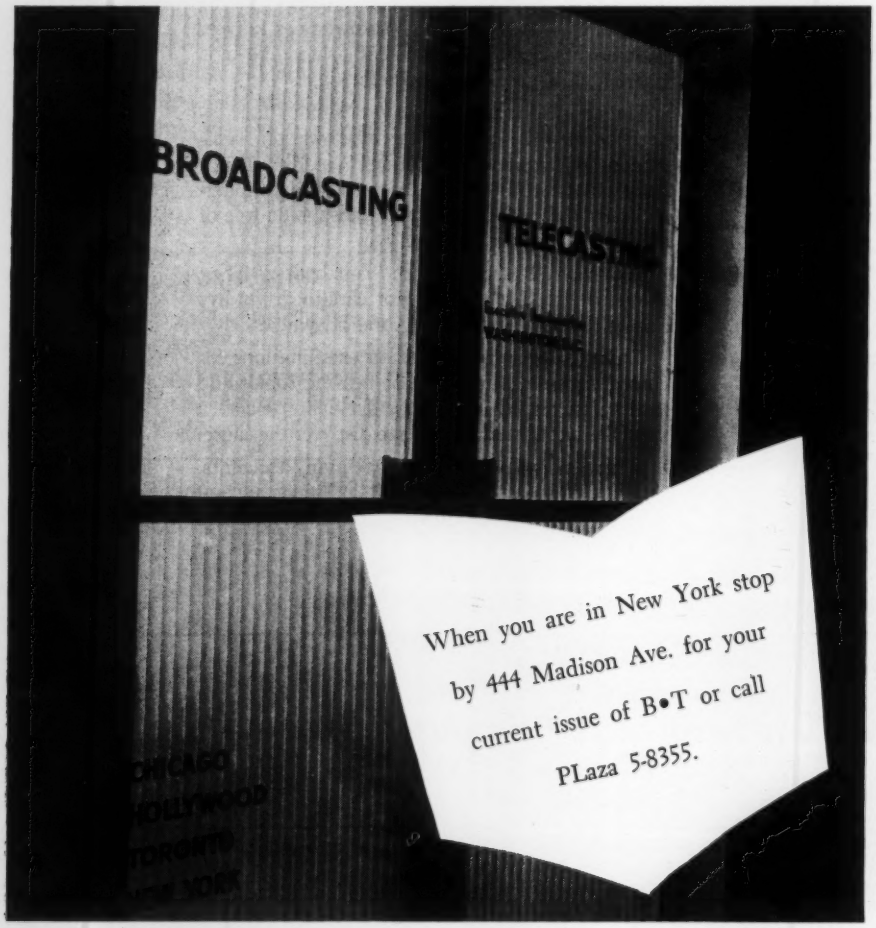
The principal function of the 121 is its ability to operate 1 milliampere recorders of the Esterline Angus type to give a permanent record of field strength. This may be at a fixed remote location where commercial power is available or for mobile operation, in which case a 6 volt storage battery is used for power. Filament and plate power for the 120D's receiver is available; however it is still necessary to have reasonably good batteries installed in the 120D for regulation and filtering purposes.

The 121 can also be used as a general purpose recording and monitoring amplifier when a high input impedance is desired and 5 volts D.C. signal available.

*For further information write Dept. J-1*

**NEMS-CLARKE**
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND







## STATIONS

# Joint Tv Tower Sought By WFIL-TV, WRCV-TV

PLANS for a joint tv tower for Philadelphia tv stations WFIL-TV (ch. 6) and WRCV-TV (ch. 3) were announced by the stations last week. ABC-affiliated WFIL-TV, owned by Triangle Publications Inc., and WRCV-TV, NBC-owned, also filed applications asking FCC approval to the proposed arrangement.

The new tower, which will rise 1,000 ft. above average terrain, will be located on what is now Triangle property about 550 ft. from WFIL-TV's present tower and about four miles southwest of the present WRCV-TV transmitter site. Under the agreement, Triangle will sell

LOOKING over plans for the proposed joint tv tower for Philadelphia stations WFIL-TV and WRCV-TV are (l to r, seated): Roger W. Clipp, general manager of Triangle Publication Inc.'s Radio & Tv Div. and Triangle's WFIL-TV; Lloyd E. Yoder, NBC vice president and general manager of the network's WRCV-TV; standing, Curtis D. Peck, WRCA-TV director of operations, and Henry Rhea, director of engineering, Triangle's Radio & Tv Div.

NBC one-half interest in the transmitter site for $28,730.88.

WFIL-TV will utilize its present buildings and maintain its present tower as a standby facility. The station will spend $195,000 for the new antenna structure. WRCV-TV will erect a transmitter and technical building on the site and re-erect a portion of its present transmitter for standby use. WRCV-TV estimates construction of the new installation will cost $654,000.

The announcement of the proposed joint antenna was made by Roger W. Clipp, general manager of Triangle's Radio & Tv Div. and WFIL-TV, and Lloyd E. Yoder, NBC vice president and general manager of WRCV-TV.

## WWJ-TV Increases Rates

WWJ-TV Detroit has issued Rate Card No. 15, which became effective Oct. 1. The new card raises the highest Class AA one time hourly rate to $2,400, compared to $2,000 under the old rates.

## KLFY-TV Power to 316 Kw

KLFY-TV Lafayette, La., has increased its power to maximum authorized 316 kw video and 158 kw audio, according to Jim Lucas, general manager. The station is a ch. 10 CBS affiliate.

## WBUF (TV) Television Center To Be Dedicated on Thursday

FORMAL DEDICATION of the new $1.5 million Television Center of NBC-owned WBUF (TV) Buffalo will be held Thursday, it was announced last week by Charles C. Bevis Jr., general manager of WBUF.

The dedication ceremonies will take place during NBC-TV's *Today* program (Mon.-Fri., 7-9 a.m. EDT), with much of the show on Thursday originating in WBUF studios. Robert W. Sarnoff, NBC president, and Buffalo Mayor Steven Pankow will participate in the ceremonies. Featured in the *Today* program on Thursday will be a filmed salute to Buffalo and the Niagara frontier.

Mr. Bevis pointed out that the dedication will mark the completion of the first phase of the three-phase modular construction of the WBUF center. The building to be dedicated contains a studio and staging area, technical facilities, news room and offices. Another studio, storage facilities and additional offices are included in the second and third phases of construction.

## Larson to Supervise KDYL, Campbell Handles Operations

G. BENNETT LARSON, president and general manager of Intermountain Broadcasting & Television Corp. (KDYL-KTVT [TV] Salt Lake City), announced that he will assume overall management of KDYL with the resignation of General Manager Glenn Shaw.

Eldon Campbell, Time Inc. (80% owner of Intermountain) consultant, who is assisting in expansion of KDYL [AT DEADLINE, Sept. 10], will be in charge of day to day operation. Mr. Shaw resigned to enter business in Provo, Utah.

## WTVN Appoints Johnston

SAMUEL T. JOHNSTON, acting general manager of WTVN Columbus, Ohio, since January of this year, has been appointed to that position on a permanent basis, it was announced last week by Hulbert Taft Jr., president of Radio Columbus Inc., the station's licensee. Mr. Johnston served as general sales manager for WTVN from July 1954 until assuming his present post.

## WBKB (TV) To Cover Hearings

WBKB (TV) Chicago has obtained permission to televise Senate Banking & Currency Committee hearings starting in Chicago today (Monday), Sterling C. Quinlan, ABC vice president, announced Wednesday. The station plans to carry the hearings from 9:30 to 2 p.m. each day for two weeks, pre-empting a number of programs for that period. Scheduled witnesses, including former State Auditor Orville E. Hodge, imprisoned as a result of a fraudulent check scandal, will have the privilege of refusing to testify before cameras if they desire, subject to determination by Sen. Burnet Maybank (D-S. C.), committee chairman.

## Ariz. Court Bars Radio-Tv

RADIO-TV broadcasters were barred from trial proceedings in Arizona under a ruling issued Wednesday by the Arizona Supreme Court. The court adopted the canons of American Bar Assn. for court procedure. ABA is currently reviewing the canons in line with claims they are out-of-date.

*Advertisement*

From where I sit *by* Joe Marsh

## Just Call Me Cupid

The counter down at Pete's was full except for three seats near the end. I plunked myself down on the middle one and ordered a western and coffee.

*As I took my first sip of coffee a cute young couple came in—a girl in her early twenties followed by a fellow perhaps a year or two older. Without saying a word they took the only two seats left—on either side of me.*

Remembering *my* younger days, I insisted the young man take my seat so's they could be together. Guess I must have gotten pretty flowery about it when he hesitated. Finally he shrugged, grinned and said to the girl, "Well, let's make him happy. My name's 'Ricky'. What's yours?"

*From where I sit, there was no harm done that time, but* jumping to conclusions *can be pretty embarrassing. In fact, it's sometimes downright mean and intolerant—like the way some folks jump to the conclusion a man's "wrong" to prefer a glass of beer over some other beverage. Lack of facts* coupled *with lack of judgment* introduces *trouble.*

Joe Marsh

*Copyright, 1956, United States Brewers Foundation*

A GROUP of broadcasters, headed by John E. Fetzer (WKZO-AM-TV Kalamazoo, Mich.; KOLN-TV, Lincoln, Neb.; WJEF Grand Rapids, Mich., and 33 1/3% of WMBD Peoria, Ill.) and Fred A. Knorr (WKMH Dearborn, WKMF Flint, WKHM Jackson and WSAM Saginaw, all Mich.), took over control of the Detroit Tigers last week following purchase of the American League team last summer for $5.5 million [B•T, July 23, 16]. Present when control was shifted from the Briggs family were (with their Tiger positions and other affiliations) (l to r): seated, Mr. Fetzer, chairman of the board; Spike Briggs, executive vice president-general manager (one of the former owners); Mr. Knorr, president; Harvey R. Hansen, vice president (vice president of Knorr stations); William H. McCoy, member of the board (secretary-treasurer of Knorr stations); standing, Paul O'Bryan, vice president-legal counsel (Dow, Lohnes & Albertson, Washington); R. F. Woolworth, director (New York securities executive); George L. Coleman, stockholder (interests in KGLC Miami, Okla., and KFEQ-AM-TV St. Joseph, Mo.); Joseph A. Thomas (New York financier); Kenyon Brown (KWFT Wichita Falls, Tex., KFEQ-AM-TV and KGLC); Harry Sisson (one of the former owners), and Carl Lee (vice president of Fetzer stations), all directors. Singer Bing Crosby also is a stockholder.

## Kerby Leaving KRKD

KEITH KERBY, assistant general manager of Continental Telecasting Corp., operator of KRKD Los Angeles and KITO San Bernardino, Calif., has resigned effective Oct. 1. A 29-year veteran in the radio field, he has been with the KRKD management since the first of this year. Earlier for several years he had his own radio management consulting practice on the west coast.

## Greenberg to 'Playboy'

APPOINTMENT of Alfred Greenberg, formerly advertising and sales promotion director of WBBM Chicago, as associate promotion manager of *Playboy* magazine was announced by Victor Lownes III, promotion manager and vice president of the publication.

Jane Terrell, Mr. Greenberg's assistant at WBBM, was appointed promotion director of creative activities at the magazine.

## Presley Persuaded

IN RESPONSE to a million requests written to disc jockey Mike McKay, KLBS Houston, Tex., Elvis Presley is scheduled to appear in that city Saturday (Oct. 13). The singer will be on Mr. McKay's show in the morning and put on two shows at the Houston Coliseum in the afternoon and evening. The KLBS disc jockey began his "We Want Elvis Contest" in August and within three weeks had his quota of a million responses [AT DEADLINE, Sept. 10].

## Westinghouse Meeting Set For Shawnee-on-Delaware

PLANS for 1957 in all areas of radio broadcasting operations will be developed at the annual Westinghouse Broadcasting Co.'s radio managers meeting to be held Wednesday, Thursday and Friday at Shawnee-on-Delaware, Pa.

Top executives of WBC headquarters (New York) will meet with area vice presidents, station managers and sales, program, promotion and publicity managers of the stations. Sessions will concentrate on planning for such phases of operations as programming, sales, research, promotion, personnel, auditing, engineering and the broadcast law.

The Westinghouse radio stations, all of which will be represented at the meeting, are WBZ-WBZA Boston-Springfield, KYW Cleveland, WOWO Fort Wayne, KDKA Pittsburgh, and KEX Portland.

## WBC Begins Education Series

A SERIES hailed as "the first nationwide radio program devoted exclusively to education news" was launched last week on six radio stations of the Westinghouse Broadcasting Corp. Titled *Spotlight on Schools*, the 10-minute program will be presented in cooperation with the National Citizens Council for Better Schools.

The series, narrated by Henry Toy Jr., president of the council, was introduced last Saturday on KYW Cleveland and KEX Portland, Ore. It began yesterday (Sunday) on WBZ Boston, WBZA Springfield, Mass., WOWO Fort Wayne and KDKA Pittsburgh. The weekly program will select significant educational news and attempt to give background information on the developments.

## Storer Stock Offering Oversubscribed First Day

OFFERING to the public of 200,000 common shares of Storer Broadcasting Co. common stock at $25.25 a share was oversubscribed on the first day of sale last Thursday. All shares offered were owned by George B. Storer, president of the company, and no proceeds will go to the Storer organization.

Following the sale, made by an underwriting group headed by Reynolds & Co., New York, Mr. Storer, it is understood, still owned 1,092,890 class B common shares (convertible into common on a share for share basis) and will retain for his lifetime the right to vote 206,250 class B common shares held in trust.

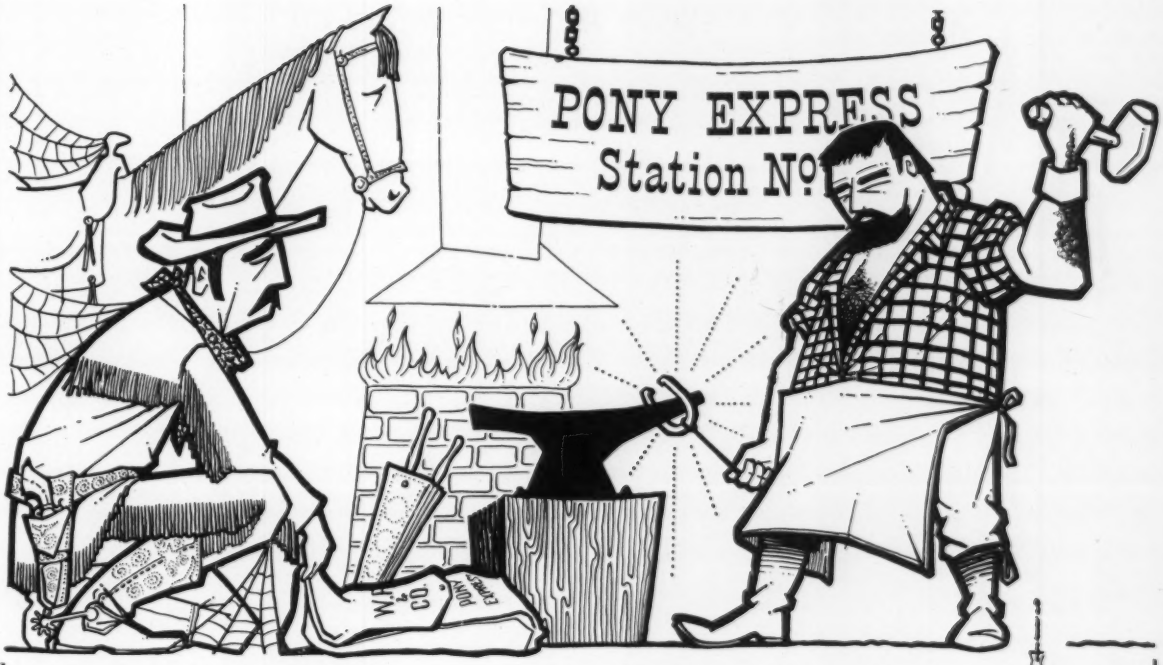
## Murphy, Goetz Promoted At KIT Yakima, Wash.

JAMES A MURPHY, manager of KIT Yakima, Wash., has been appointed executive vice president of the station, it was announced last week by Carl E. Haymond, president. At the same time, Mr. Haymond announced that Jack Goetz, KIT commercial manager since 1951, has been made vice president and general manager.

## WTRY Troy Sales Up

NATIONAL billings of WTRY Troy, N. Y., for the six months ended Sept. 1 were up 67% and local billings were up 71% from the same period of 1955, Vice President Kenneth M. Cooper has reported. Sept. 1 marked completion of the first year's operation of WTRY by Tri-City Radio Inc. During the 12-month period, Mr. Cooper said, 89 national and 146 local advertisers bought time—26% more than in any previous year in WTRY's 16-year history.

PRESIDENT and Mrs. Eisenhower are introduced to champion plowmen at the National Plowing Matches, Jasper County, Iowa [B•T, Sept. 24], by Herb Plambeck, founder of the event and WHO-TV Des Moines farm director. The plowing contest was co-sponsored by WHO-AM-FM-TV and various farm groups.




## PONIES or TOWERS...
## THEY BOTH NEED MAINTENANCE

Even the sturdy steeds of the Pony Express required occasional stops at the local smithy for "preventative maintenance." A cast shoe was a major catastrophe when communications and a rider's scalp depended upon a swift pony. But, the Pony Express passed into history quickly. as the telegraph spun its copper web across the nation. Maintenance problems became increasingly complex. Communication systems demanded more than a blacksmith. Today, they require electronic specialists like those at TOWER. Experienced crews are at your call for complete service inspections of your entire system, as well as for specific trouble calls anywhere along the line. Investigate TOWER'S contract maintenance service. There's a plan to serve your needs.

*Write for free illustrated booklet*

# TOWER

*tower fabricators and erectors the world over*

**CONSTRUCTION CO.**

**Sioux City, Iowa**

*Export Department*

*431 Fifth Ave. New York City Ph: Murray Hill 5-3322 Cable: Artrocke, New York*

## GE Buys Community Relations Show on WSEE (TV) Erie

THE Erie (Pa.) plant of General Electric has signed to sponsor a weekday news, weather and sports program 6:30-45 p.m. on WSEE (TV) Erie in what represents the "largest and most significant sale" in the station's history, according to Jay B. Sondheim, WSEE local sales manager.

A sound-on-film camera, three silent cameras, one polaroid camera and rear screen projector will be used in producing the program. Mr. Sondheim said the sponsor manufactures direct current motors and locomotive and car equipment, and has "no dealers, no retail outlets . . . no tangible product to sell, yet . . . purchased this program to improve their community relations."

FINALIZING the General Electric-WSEE (TV) pact are (l to r) A. McKinlay Jr., manager GE community relations and communications; Betram Miller, manager GE relations and utilities; Jay Sondheim, WSEE local sales manager; Frank B. Palmer, WSEE general manager, and Jack Schumaker, GE public relations specialist.

## SPOTS SELL PUBLIC SERVICE ON WNEW NEW YORK

PUBLIC SERVICE can be "sold" in the same way that the products of commercial sponsors are sold, according to WNEW New York, one of the nation's top independents.

Commercially, the station relies largely on spot announcements to sell products, and in public service projects it follows exactly the same pattern. Vice President John B. Jaeger explains it this way:

"Saturation announcements enable us—day in and day out, 24 hours a day, seven days a week—to get our NCSA [non-commercial spot announcement] messages over to listeners. We reach maximum audience, achieve greater impact and public consciousness by applying one basic principle of the spot medium for commercial products—always take advantage of the wide exposure and frequency of impact afforded through the use of many short spot announcements.

"This system has another great advantage: It means that all of WNEW's top talent can air public service announcements during all their top-rated shows. These are local personalities and programs—our audience knows them and welcomes them daily into their homes. Someone they 'really know' is talking to them."

During 1956, WNEW will broadcast some 25,000 announcements on behalf of 810 community service organizations—for free. In a typical week, the number of listener-impressions for these public service announcements will total, by Pulse measurement, 92,592,384. At card rates, the time is worth $1.5 million a year.

WNEW has no quarrel with other methods of handling public service, so long as they work. But they must work or they're useless, in WNEW's view.

Spots, in themselves, are not enough, either. WNEW finds that it takes "initiative," both in organizing its public service activities and in producing the spots. Says Mr. Jaeger:

"Radio has an obligation to seek out and accept the challenge of community service. We can't sit back and wait for groups to approach us and then fulfill some of their requests in haphazard fashion. *We* must do the planning and organizing.

An example of the "initiative" WNEW is talking about may be found in its handling of promotion for the Children's Aid Society when the society was opening a new recreation center in Manhattan last November. Equipment was needed to furnish the building. WNEW itself arranged for actor Jose Ferrer to do a series of spot announcements which its own program department wrote and produced and which were broadcast over a four-week period building up to opening day. The fund-raising was described afterward as "a 100% success."

Or take the station's promotion of President Eisenhower's Safe-Driving Campaign for 1955. The program department created, in one-minute announcement form, a series of safety lectures featuring the eminent Prof. Dibrom Loof (which, spelled backward, is Morbid Fool). During the 10 days proceeding Safe Driving Day, these announcements were spotted throughout WNEW's 24-hour schedule. On SD Day itself, there was a special announcement every hour—each one, describing a specific traffic accident, was broadcast at the exact minute on which the same accident was recorded in official New York police files on SD Day of the preceding year.

Other public service announcements created by the station are as varied as the projects being publicized, and testimonials as to their effectiveness are continuously being received by the station.

## Carter New WAAM Inc. V. P.

KEN CARTER, general manager of WAAM (TV) Baltimore, Md., has been named vice president of WAAM Inc., it was announced last week by President Ben Cohen.

Mr. Carter, who will continue as general manager of the television station, a post he has held since Nov. 1, 1950, joined WAAM in October 1949 as local sales manager.

## WFAA-TV Color Expansion

WFAA-TV Dallas has completed a $100,000 plus expansion program for color telecasting and film processing, Manager Ralph W. Nimmons announced last week. Jim Goodwin is head of the new photographic department, which is capable of processing both still and movie film. DuMont color equipment is used for colorcasting movies, slides and stills.

## WKBT (TV) to Up Power

WKBT (TV) La Crosse, Wis., will increase its power Nov. 1 to 251 kw video and 100 kw audio, it was announced last week by Robert Z. Morrison Jr., the ch. 8 station's sales manager.

## KROW Natl. Sales up 100%

KROW Oakland, Calif., has reported a 100% increase in national spot billings for the first six months of 1956, compared with 1955. J. G. Paltridge, general manager, attributes the increase to the use of "Big Pitch" presentations designed to fill the timebuyer's need for up-to-date information on the San Francisco-Oakland market. KROW is represented by Paul H. Raymer Co.

### REPRESENTATIVE PEOPLE

**Ralph Atlass, Jr.,** WBBM-TV Chicago sales staff, to Chicago staff of Am Radio Sales Co.

### REPRESENTATIVE SHORTS

**Adam Young Inc.** has moved Chicago office from 55 E. Washington to Presidential Plaza. New telephone number is Michigan 2-6190.

### STATION PEOPLE

**Bill Keller** resigned from RCA to rejoin WGOV Valdosta, Ga., as president and general manager. FCC recently approved sale of WGOV to Georgia-Florida Radio & Television Co. Mr. Keller also had been at one time president of station's former management. **A. B. Smith,** station manager, continues in that capacity and as vice president.

**William Currie,** former president-general manager, WNOS High Point, N. C., named manager of WRAL-AM-FM Raleigh, N. C. He also assumes duties of sales manager, succeeding **Fletcher Turner,** named to handle WRAL-TV sales.

**Robert S. Sinnett,** CBS Radio Spot Sales, Chicago, to WEEI Boston as sales manager. He was previously with WEEI as national sales representative.

**Elaine McDonnell,** former promotion-publicity director, WCOP Boston, named sales promotion and publicity director, Vic Diehm Assoc. Stations (WVDA Boston, WAZL Hazelton, Pa., WIDE Biddeford, Me., WHOL Allentown, Pa., WHLM Bloomsburg, Pa.). Other Diehm group assignments: **Yale Lasker,** former partner, Lasker-Riseman Ad Agency, to WVDA sales manager and **Harry Goodwin,** radio veteran, to sales staff; **Ed Moiselle,** former morning man, WBOS Boston, to WVDA in same capacity. **Frank Short,** Ziv, to WHOL as head of sales department; **Tom Hughes** and **Bill Balthaser** to WHOL news staff. **Don Murray** returned to WAZL as program director with **Bob Richards** as assistant. **Paul Cerulla,** WAZL news director, named public relations director for Diehm group. **Al Kressler** and **Glenn Schankweiler** to announcing staff of WHLM; **Jim Evans** to WHLM news.

ANNOUNCING THE SECOND ANNUAL

# ROBERT E. SHERWOOD AWARDS

## FOR TELEVISION

A scene from "Tragedy in a Temporary Town," which won $20,000 as the best network drama last season. Written by Reginald Rose and directed by Sidney Lumet, it was produced on the NBC Alcoa Hour by Herbert Brodkin.

programs dealing with freedom and justice as presented on commercial television between October 1, 1956 and May 31, 1957.

**$20,000**—for a network drama

**$20,000**—for a network documentary

**$15,000**—for a production by an independent station in either the drama or the documentary class

### NOMINATIONS

may be made by anyone.

Advance word is especially solicited.

### WRITE OR PHONE:

The Robert E. Sherwood Television Awards
The Fund for the Republic
60 East 42nd Street, New York 17, N. Y.
MUrray Hill 2-1250

### THE JURORS

**Kermit Bloomgarden**
Theatre Producer

**Buell G. Gallagher**
President, College of the City of New York

**Robert M. Purcell**
President, KEVE
Minneapolis, Minn.

**Mrs. Eleanor Roosevelt**

**James J. Rorimer**
Director, Metropolitan Museum of Art

**Gilbert Seldes**
Author and Critic

**Robert Taft, Jr.**
Attorney
Taft, Stettinius & Hollister

**Harrison Tweed**
Attorney, Milbank, Tweed, Hope & Hadley

**Philip H. Willkie**
President, Rushville, Ind., National Bank

### RULES:

1. All dramatic or documentary programs dealing with a topic related to freedom and justice telecast on commercial stations in the United States and its territories between October 1, 1956 and May 31, 1957 are eligible for consideration with the exception of programs in which the Fund for the Republic may be involved.

2. The producer, director and writer of a winning program will share in the award on a basis to be determined by the jurors. The winning network or station will receive a citation.

3. In the case of a tie, the award will be divided equally between the winning programs or program series.

4. Kinescopes or films of nominated programs must be available if requested by the jurors.

5. The decisions of the jury will be final.

The Awards are given in memory of Robert E. Sherwood, until his death a Director of the Fund for the Republic and a valiant champion of American liberties. The Fund for the Republic is a non-profit corporation devoted to increasing the public understanding of the principles set down in the Constitution and its Bill of Rights.

## THE FUND FOR THE REPUBLIC

60 East 42nd Street, New York 17, N. Y.

**PAUL G. HOFFMAN**
Chairman of the Board

**ROBERT M. HUTCHINS**
President

BARNES MOTOR Co., Hopkinsville, Ky., will sponsor a series of European interviews by F. Ernest (Dutch) Lackey (r), president of WHOP. Mr. Lackey shows Sam Miles, Barnes agency manager, the Dictet recorder he will use for his interviews in five countries.

**William W. Johnson,** formerly with WLOW Norfolk, Va., to WALT Tampa, Fla., as station manager succeeding **Charles G. Baskerville,** resigned. **Ed Bray,** program director, WKTG Thomasville, Ga., named WALT program manager. **Frank L. Edwards,** former Miami advertising agency owner, to WALT as local sales manager and **George Fee,** formerly on WLOW staff, named national sales manager of WALT. **Charles Fuller,** WFLA-TV Tampa, to WALT production manager.

**Mrs. Ruth Holly,** assistant to general manager, WLAC-TV Nashville, Tenn., named director of public service programming.

MRS. HOLLY

**Bob Nystedt,** former promotion manager, CHCT-TV Calgary, Alta., to news department of WISN-TV Milwaukee.

**Henry Poster,** ABC radio sales development manager and former MBS sales planning manager, and **Edward J. Dillon,** former space salesman, *New York Daily News,* to WOR-TV New York, as account executives.

## Radio Sells Grid Trip

SIX commercials costing $283.50 on KMPC Los Angeles brought in 550 reservations for a special football excursion trip last weekend to San Francisco. Only 475 could be accommodated—total take $16,625.00. No other advertising was used.

Forest Smith Restaurants, co-sponsor of Bob Kelley's *Parade of Sports,* daily 15-minute program on KMPC, underwrote the Southern Pacific Railroad all-expense excursion to the Rams-49er game Sunday.

Only one closing commercial was used on each of six shows over a two-week period to promote the trip.

# SARNOFF 'GIFTS' ARE PRESENTED BY RCA

**Scientists demonstrate electronic developments which he requested five years ago, to board as part of celebration of his 50th anniversary in the electronics industry.**

RCA demonstrated last Monday three major developments in electronics—a magnetic tape player that produces tv programs through standard receivers, an electronic air conditioner with no moving parts and an electronic amplifier of light—requested five years ago by Brig. Gen. David Sarnoff, RCA board chairman.

The developments were presented and demonstrated to the RCA board chairman in the presence of newsmen at the company's David Sarnoff Research Lab, Princeton, N. J., by RCA scientists. They were presented as gifts to mark Gen. Sarnoff's 50th anniversary of service in the radio, television and electronics fields At the conclusion of the dinner, Gen. Sarnoff told newsmen that it was "an educated—or an uneducated guess" that these developments might be marketed within the next five years.

The home "hear-see" magnetic tape player was described as an outgrowth of the research program which developed the RCA tape recorder for color television broadcast use, demonstrated in 1954. The player, housed in a cabinet the size of a high quality magnetic tape sound reproducer, can play over a standard tv set in black-and-white, the picture and sound of television selections pre-recorded on magnetic tape. The tape selections are recorded on the previously-developed RCA magnetic tape recording system for black-and-white and color tv. The recorder uses quarter-inch tape traveling at 10-ft. a second.

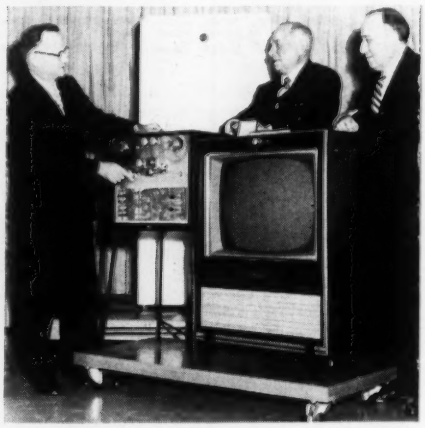
Dr. E. W. Engstrom, senior executive vice president of RCA, stressed that the player was in its initial stages and research is being conducted to add these features: A recording attachment that would permit the home user to record his favorite incoming tv program for repeated viewing and to make original tape recordings at home for immediate or later playback; a small transistorized camera to make tv magnetic tape programs at home; incorporation of color into home magnetic tape player.

In last week's demonstration, three pre-recorded tapes were played by the new device through a standard RCA television set. They included a special four-minute recording by Vaughn Monroe, made at the Sarnoff research center Sept. 19, and two four-minute selections tape-recorded by pick-up from regular air television broadcasts Sept. 22.

The player was developed by a team of scientists and engineers under the direction of Dr. Harry F. Olson, director of the acoustical and electromechanical research laboratory of RCA. The research team responsible for the new development included William D. Houghton, Maurice Artzt, J. T. Fischer, A. R. Morgan, J. O. Woodward and Joseph Zenel, all of whom contributed to the development of the earlier system.

Discussing the various features of the home tape player, Dr. Olson said:

"This home system has been designed with any eye to simplicity in both production and operation. The magnetic tape employed is only one-quarter inch in width and techniques which we are now developing will permit the use of two tracks arranged side-by-side on the tape so that the playing time will be doubled. Reels of various diameters may be used.



DR. ENGSTROM demonstrates to Gen. Sarnoff and Dr. Olson RCA's magnetic tape recorder that produces tv programs through standard receivers. In the background is RCA's noiseless electronic refrigerator with no moving parts.

"Pre-recorded tapes for the television player can easily be produced by techniques already proven in the RCA television tape system for broadcast use, and they can be marketed in the same fashion as standard phonograph records and sound tapes. As television itself has shown, the artistic possibilities of combining pictures with sound are limitless."

Other devices demonstrated:

• The noiseless electronic air conditioning system, comprised of large wall panels which become cold under the influence of direct electric current. With a reversal of the electric current, the same panels produce a heating effect. The system, which employs new materials developed at RCA Labs, uses no motors, fans, pumps or other moving parts, but achieves room cooling or heating by both radiation and convection—the gentle circulation of air caused by differences in the air temperature. In an application of the air conditioning system, a new electronic refrigerator was shown, which also has no moving parts.

• The electronic light amplifier, which RCA claims can increase by 1,000 times the visual brightness of a projected light image. The device reportedly has application in large, high-brightness radar display and certain types of communication. RCA spokesmen said the new amplifier is capable not only of increasing the brightness of visible images but of converting invisible X-rays and infra-red images to bright visible forms. An application of the light amplifier shown at the demonstration was the amplifying fluoroscope for industrial X-ray use, said to be able to display X-ray images 100 times brighter in greater contrast than present-day fluoroscopic screens.

## Raytheon Profits Dip

RAYTHEON Mfg. Co., Waltham, Mass., last reported a net profit of $313,000 on sales of $45,731,000 (after provision for $340,000 federal income taxes) for the first fiscal quarter ending Aug. 31. Net profits for the same period last year came to $764,000 on $39,184,000 sales, with earnings per share at that time

set at 27 cents as against the current earning of 11 cents.

This heavy drop was ascribed to the completion of Raytheon's closeout of its radio-tv set business. President C. F. Adams indicated, however, that "all expenses in this connection should be eliminated by the end of the current quarter." While consumer profits have dropped, Raytheon's government business has nearly doubled since last year, with a backlog of approximately $180 million.

## Videotape, Color Set For SMPTE's Agenda

DISCUSSION on the Ampex videotape recording system and latest technical developments in color television will highlight the television phase of proceedings at the 80th semi-annual convention of the Society of Motion Picture and Television Engineers, which opens today (Monday) at the Hotel Ambassador in Los Angeles and continues through Friday.

A comprehensive description of the Ampex recording system will be provided in a paper by Charles P. Ginsburg, chief television engineer of the Ampex Corp. Charles E. Anderson, senior project engineer for the company, will read a paper on the modulation system of the recorder and Ray M. Dolby, project engineer, will supply details of the switching method.

A tour of NBC's color television studios in Burbank will be held tonight. Papers to be read tonight on color television will include ones by R. G. Neuhauser, RCA, on camera tubes used in broadcast service; R. D. Kell and John Brumbaugh, both RCA, and E. D. Goodale, NBC, on color television recording employing lenticular film, and W. R. J. Brown, C. S. Combs and R. B. Smith, Eastman Kodak Co., on "Densitometry of Eastman Embossed Kinescope Recording Film."

A television session scheduled for Thursday afternoon will include papers by Arthur E. Holch, NBC, on "Covering the News in Color"; Dexter Alley, NBC, on "Anscochrome from the Television Newsreel Cameraman's Point of View"; G. L. Beers, RCA, on "Minimizing the Effects of Ambient Light on Image Reproduction"; Edward W. Ballentine, Acme Film Labs., Hollywood, on "Production Standards for Tv Film Commercials"; Robert Grunwald and Richard Wallace, the Harwald Co., Evanston, Ill., on "Automatic Television Film Editing."

The entire day on Friday will be devoted to transistors, covering their function in electronics, motion pictures and television.


HAVE YOU A

Story

TO TELL?

*Put it in records — inexpensively. Get your story into lots of hands at one time!*

We'll press non-breakable records from your Master Tape and deliver labeled records back to you in protective sleeves and hardboard jackets. Prompt service.

- Large or Small Quantities
- Exceptionally Low Rates
- All Speeds and Sizes

*Sales Pitch for your Client—or Yourself

SEND FOR BROCHURE AND RATES

CREST RECORDS, INC.

220 BROADWAY

Huntington Sta. 14, N. Y.


## '56 Radio Shipments Near 4 Million Mark

RADIO set shipments by factories to dealers showed a tremendous increase for seven months of 1956 compared to 1955, according to Radio-Electronics-Tv Mfrs. Assn. The seven-month figure for 1956 totaled 3,912,693 sets compared to 2,991,307 sets in the same 1955 period. Factory shipments do not include auto receivers, which seldom reach retail channels.

Radio set shipments dropped from 798,414 in June to 641,884 in July, due to industry vacations. July 1955 shipments totaled 475,500 sets.

Factory sales of tv picture tubes totaled 1,099,605 units in August, nearly double the July sales of 585,380 tubes and slightly higher than the 1,048,534 figure in August 1955. Receiving tube sales totaled 43,948,000 units in August compared to 31,400,000 in July and 45,238,000 in August 1955. Seven-month picture tube sales totaled 6,837,728 units in 1956 compared to 6,478,351 a year ago. Receiving tube sales totaled 303,004,000 units in seven months of 1956 compared to 300,080,000 a year ago.

Radio set shipments from factories to dealers during the first seven months of 1956 follow:

| State | Total | State | Total |
|---|---|---|---|
| Ala. | 46,786 | Nev. | 5,185 |
| Ariz. | 22,244 | N. H. | 13,373 |
| Ark. | 19,072 | N. J. | 153,867 |
| Calif. | 421,331 | N. M. | 12,232 |
| Colo. | 28,986 | N. Y. | 611,215 |
| Conn. | 62,349 | N. C. | 55,962 |
| Del. | 8,164 | N. D. | 9,235 |
| D. C. | 35,028 | Ohio | 225,079 |
| Fla. | 72,082 | Okla. | 28,327 |
| Ga. | 61,309 | Ore. | 32,825 |
| Idaho | 7,845 | Pa. | 279,942 |
| Ill. | 315,901 | R. I. | 23,775 |
| Ind. | 68,553 | S. C. | 23,996 |
| Iowa | 37,397 | S. D. | 9,323 |
| Kan. | 31,487 | Tenn. | 47,838 |
| Ky. | 51,428 | Texas | 161,588 |
| La. | 52,850 | Utah | 12,224 |
| Me. | 22,301 | Vt. | 8,562 |
| Md. | 67,931 | Va. | 57,475 |
| Mass. | 160,825 | Wash. | 58,728 |
| Mich. | 171,132 | W. Va. | 23,387 |
| Minn. | 56,355 | Wis. | 76,957 |
| Miss. | 22,038 | Wyo. | 4,778 |
| Mo. | 89,222 | GRAND TOTAL | 3,912,693 |
| Mont. | 11,023 | | |
| Neb. | 25,123 | | |

## Stock Violation Charged To Webcor Board Chairman

A CHARGE that Titus Haffa, board chairman of Webcor Inc. (tape recording equipment), violated the Securities Exchange Act with illegal stock trading is contained in a suit filed in Chicago Federal District Court.

The suit, filed by William G. Wells of Libertyville, Ill., accuses Mr. Haffa of violating that provision of the act restricting the sale of corporation stock by officers for personal profit. He claimed Mr. Haffa bought 35,505 shares of Webcor common stock and sold 8,905 shares from December 1955 to April 1956. Walter P. Altenburg, Webcor vice president and general counsel, said Mr. Haffa will challenge the suit.

## Judge Defers Zenith Plea In Its Suit Against RCA

A MOVE by Zenith Radio Corp. to prevent RCA from gathering foreign witness depositions in the former's $61,750,305 anti-trust patent dispute is under consideration in Chicago Federal District Court.

Judge Michael L. Igoe deferred ruling on the lastest Zenith plea, which contended the RCA motion was designed to delay settlement of the eight-year-old monopoly case. Zenith was permitted to increase originally-sought treble damages ($16,056,549) to the present figure on the basis of costs incurred in gathering worldwide depositions and also to include other countries in which it claimed to have suffered business losses because of alleged monopoly by RCA [B•T, July 23].

In his latest action Sept. 28, Judge Igoe did not indicate when he would rule on Zenith's appeal on depositions. Litigation involves RCA's original suit against Zenith charging patent infringement and the later's countersuit alleging monopolistic practices by RCA, Western Electric Co. and General Electric Co.

## Olympic Radio & Television Makes Executive Realignment

MAJOR executive realignment at Olympic Radio & Television, division of Unitronics Corp., was announced last week by President Morris Sobin.

Under this staff change, Jack Ravdin, a 22-year veteran at Olympic, becomes special assistant to the president in charge of coordinating engineering and manufacturing. Theodore W. Buchter, formerly with Magnavox Co. and with Olympic since 1952, will assume the duties of general assistant to the president. Benno Bordiga, manufacturing director, becomes vice president of manufacturing; Research and Engineering Director Benjamin Parzen likewise becomes vice president, as does William S. Hegyi, purchasing director.

## MANUFACTURING PEOPLE

**James A. Curl,** secretary-treasurer for RCA Victor Distributing Corp., Chicago, elected vice president in charge of operations control. **C. A. Malin** appointed vice president and general manager of Chicago office.

**Peter G. Buttacavoli,** manager of field technical services, Allen B. DuMont Labs, to national service manager, succeeding **Joseph Hatchwell,** named head of DuMont's new Government Div. field service dept.

**John E. Doane,** distributor salesman, CBS-Hytron, Newark, N. J., CBS Inc. tube manufacturer subsidiary, to Dallas branch as district sales manager for tubes and semiconductors.

**Reese H. Taylor,** board chairman, Union Oil Co. of California, elected director of Westinghouse Electric Corp., succeeding **Marvin W. Smith,** resigned.

## MANUFACTURING SHORTS

**Ampex Corp.,** Redwood City, Calif., has announced introduction of Ampex console music system, said to feature three-dimensional stereophonic sound in single compact console. System is reported to utilize new combination tape recorder and stereo phonograph and two separate amplifier-speaker systems, arranged for projection of both stereo and monaural sound.

**Audio Devices Inc.,** N. Y., has reported establishment of educational awards to junior and senior high schools and colleges as means of increasing effective use of magnetic tape and disc recording in educational institutions. Awards will consist of more than $16,000 worth of Radio Device's equipment during 1956-57 to schools which present outstanding plans for use of such equipment.

**RCA** has reported shipment of six-section superturnstile antenna to WOW-TV Omaha (ch. 6).

**Hotpoint Co.,** Chicago, has announced an approximate $10 price boost on five of its tv receiver models. Suggested retail increases, covering three table and two console models, were attributed to "rising material and labor costs." Company previously reported gratifying orders and sales on its first tv line, introduced this past summer [B•T, Sept. 17].

**Allied Radio Corp.,** Chicago, distributors of electronic parts and equipment, announces release of 1957 general catalog. New 356-page book lists over 27,000 items in detail.

**ORRadio Industries Inc.,** Opelika, Ala., announces new tape playing time chart. Indicated data has been devised for all lengths and speeds of tapes.

**RCA Tube Division,** Harrison, N. J., announces publication of new 40-page booklet, *RCA Magnetrons and Traveling-wave Tubes.* Cost is 50 cents.

**Anchor Products Co.,** Chicago, has developed new vacuum tube voltmeter covering wide range of applications. Known as Anchor V 500-VTVM, meter comes complete with test leads and isolation probe, ready for use. Protective carrying case has detachable cover and compartment for test leads and cord.

**Admiral Corp.,** Chicago, announces greater assurance of trouble-free circuitry in its radio-tv sets by delevopment of silicon solution for coating printed circuit boards.



## BMI Announces Details Of $14,000 Student Awards

DETAILS of the fifth annual Student Composers Radio Awards (SCRA) have been announced by BMI and BMI Canada Ltd., sponsors of the competition. The contest is open to students in accredited music schools, conservatories, colleges and secondary schools in the U. S. and Canada.

Entries in the 1956 competition must be submitted before Feb. 16, 1957. The $14,000 in prizes, consisting of two first prizes of $2,000 and 17 additional awards, are to be applied toward tuition and subsistence during further study. The awards will be made prior to June 1, 1957, when national winners will be announced.

The permanent judging panel for SCRA is composed of William Schuman, composer and president of the Juilliard School of Music; Earl V. Moore, School of Music, U. of Michigan; Henry Cowell, composer, and Claude Champagne, assistant director, Quebec Provincial Conservatory. For the final judging, this group will be augmented by leading composers, publishers and interpreters of music.

Official rules, entry blanks and further information may be obtained from Russell Sanjek, Director of SCRA Project, BMI, 589 Fifth Ave., New York 17.

## Heilig Gets NBC Award

MORTON L. HEILIG, 30-year-old free-lance documentary film director and producer whose work has been principally done for Italian and Mexican film companies, last week was designated as the winner of NBC's second annual President's Award, established last year "to perpetuate high standards in radio and tv drama." Under terms of the award, presented by NBC President Robert W. Sarnoff, Mr. Heilig will join NBC later this month in a creative capacity. The award competition is open to all applicants between 25 and 35 who "show outstanding talent in the field of dramatic art."

AWARD by the Dept. of Defense Reserve for support of the Reserve program by broadcasters was given NARTB President Harold E. Fellows Sept. 30 at Fort Myer, Va. Left to right: Mr. Fellows, Undersecretary of the Army Charles C. Finucane and Maj. Gen. John G. Van Houten, commanding general, Washington district.

## RCA Given Safety Citation

RCA has been cited by the National Safety Council for "an oustanding safety performance" during the calendar year 1955. At a special governor's dinner in Albany, N. Y., Brig. Gen. David Sarnoff, RCA board chairman, accepted the NSC's Award of Honor—the council's highest tribute—for RCA and its 80,000 employes.

PLAQUES were awarded past presidents of Louisiana Assn. of Broadcasters at its meeting last fortnight [B•T, Oct. 1]. L to r: George H. Thomas, KVOL Lafayette; T. B. Lanford, KALB-AM-TV Alexandria; Willard Cobb, KALB-AM-TV; Robert Earle, WIBR Baton Rouge (retiring president); E. Newton Wray, KTBS-AM-TV Shreveport; Tom E. Gibbens, WAFB-AM-TV Baton Rouge; Roy Dabadie, newly appointed advertising manager of Community Coffee Mills. Plaques were presented by Mr. Earle. Not present when photo was taken; Edgar Stern, WDSU-AM-TV New Orleans, and James Gordon, WJBW New Orleans.

## PROGRAM SERVICES

### AP's Carlson Devises Method To Combat Photofax Moisture

ASSOCIATED PRESS has announced that a new invention for AP Photofax by Harold Carlson, AP chief engineer, protects facsimile recording paper from loss of its proper moisture content in extremes of weather.

AP noted that dry-out of paper long has been recognized as "one of the most serious obstacles to year-round satisfactory use of facsimile picture equipment." Mr. Carlson's invention, according to AP, is a moisture stabilizer installed on the front panel of the Photofax machine that keeps the roll of electrolytic recording paper at an even moisture content from the beginning to the end of the roll. Patents on the device are pending.

The moisture stabilizer was tested in AP's New York laboratory, the company said, and this past summer was installed on a Photofax machine in Phoenix, where the humidity dropped as low as 5%. Quantity production of the moisture stabilizer has been ordered by AP and it will be installed shortly on Photofax machines in use by AP members.

### World Broadcasting Reports 85 New Clients, 97 Renewals

A TOTAL of 85 new station clients and 97 station renewals were signed between May and the end of September by World Broadcasting System, it was announced last week.

Pierre Weis, World's general manager, attributed the increase in business chiefly to "the excellent response concerning World's most recent program features." He cited "Radio's Big Little Man" promotion, "Radio's Voice of Fortune" and "Radio's Selling Headlines."

Among the larger stations signed during the summer, Mr. Weis said, were WJJD Chicago, WCOP Boston, WCAO Baltimore, KNUZ Houston, WAAB Worcester, Mass., and WGRC Louisville, Ky.

#### PROGRAM SERVICE PEOPLE

**Stanley L. Goodman,** market research director and branch merchandising manager of photographs and accessories, Decca Distributing Corp., named sales promotion manager.

**Arnold G. Klein,** with various phonograph record companies in U. S. and Europe, named European record sales and merchandising manager for RCA International Div., with headquarters in Geneva.

**George R. Jones,** general sales manager of C. P. MacGregor Co., Los Angeles syndicated program packager, resigned.

**J. Richard Toren,** manager, Charleston, W. Va., bureau of United Press, named West Virginia State news manager. **Fred L. Ferris, UP,** Charleston staff, succeeds Mr. Toren as bureau manager.

**Mildred Chetkin,** for past 16 years administrative assistant to president of Broadcast Music Inc., N. Y., died Oct. 2 following long illness.


The Continental Divide Station
TV 4
Montana


## PROFESSIONAL SERVICES

### Harry Plotkin Joins Berge, Fox & Arent Firm

HARRY M. PLOTKIN, former assistant general counsel of the FCC, on Oct. 1 joined the Washington law firm of Berge, Fox & Arent, Ring Bldg., as a senior partner and communications counsel. He terminated five years of association with Arnold, Fortas & Porter, Washington attorneys, to join the Berge firm, which heretofore has specialized in tax, labor relations and antitrust cases. The late Wendell Berge was Assistant Attorney General in charge of the Justice Dept.'s antitrust division, succeeding Thurman Arnold.

MR. PLOTKIN

Mr. Plotkin was with the FCC from 1940 to 1951, when he left to join former FCC Chairman Paul A. Porter in the Arnold firm. In 1954 he took a four-months leave of absence to join the Senate Interstate & Foreign Commerce Committee (first chairmanned by Sen. John W. Bricker [R-Ohio] and then by Sen. Warren G. Magnuson [D-Wash.]) as special tv counsel. In February of 1955 he submitted his report (the "Plotkin Report") which made far-reaching recommendations for network regulation and for reduction in multiple ownership limits.

A native of Athol, Mass., Mr. Plotkin was graduated from Harvard Law School in 1937 *magna cum laude*. He was in private practice with a Chicago law firm until 1940 when he joined the FCC. He served as chief of the litigation and administrative division, Law Dept., from 1942 to 1948, being named assistant general counsel in 1943. In 1948 he was appointed assistant general counsel in charge of the Law Dept.'s Broadcasting Div.

### Mapes in Executive Chair At Hill & Knowlton Inc.

JOHN G. MAPES has been elected chairman of the executive committee of Hill & Knowlton Inc., N. Y., international public relations counseling organization, it was announced last week. The senior management organization will consist of John W. Hill, chairman of H&K, as chief executive officer; Bert C. Goss, president; Richard W. Darrow, executive vice president, and Mr. Mapes.

Mr. Mapes had been with Hill & Knowlton for 16 years until 1950 when he organized the Group Attitudes Corp., which becomes a wholly-owned affiliate of the agency Nov. 1.

H&K also has announced the first link in a proposed international public relations "network" by opening the headquarters of Hill & Knowlton International N. V. in The Hague, Holland.

Hill & Knowlton services a host of "blue-chip" clients such as Avco Mfg. Co., Procter & Gamble, Studebaker-Packard Corp., and the Daimler-Benz (Mercedes-Benz) Autowerke of Stuttgart.

J. Carlisle MacDonald, former public relations director of U. S. Steel, will be H & K's senior European consultant and will headquarter in Paris. General manager of the new international division will be Loet A. Velmans,


HIGH-GAIN
omnidirectional
VHF TV transmitting
ANTENNA

AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station WITN, Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw. AMCI Type 1046 null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS
AMCI ALFORD Manufacturing Co. Inc.
299 ATLANTIC AVE. BOSTON, MASS.

H & K's former Dutch representative. Edward W. Barrett, former assistant secretary of state and head of Barrett & Assoc. (also an H & K branch) and now dean of Columbia U's graduate journalism school, will serve on the board.

### PROFESSIONAL SERVICE PEOPLE

**Henry Schapper,** formerly in public relations and advertising-promotion work, has established own personnel agency specializing in radio and television, public relations, advertising and promotion positions at 22 W. 46th St., New York 36, Telephone: Plaza 7-2728. Covering radio and television for agency is **James W. Hess,** previously employed with affiliated stations of CBS, NBC and General Teleradio.

**Don Underwood,** account executive, Bozell & Jacobs Inc., N. Y., to executive vice president in charge of Electric Cos. of America public information program.

**Dr. Bernard Rosenberg,** former sociology professor at Wayne U., Hunter College and Brandeis U., and specialist in applied social research, has been named research director of Market Psychology Inc., N. Y., motivation research organization.

**Reginald Brill,** United Press Movietone staffer in New York, to public relations staff of Remington Rand, N. Y.

**William Moscrip Miller,** 59, president, Affiliated Public Relations Counsel Inc., N. Y., and one-time NBC writer, died Oct. 3.

**Dorothy Lewis,** recently retired from United Nations, sailed Oct. 3 for six-week European trip. She will visit England, France, The Netherlands and Belgium, among other places. Mrs. Lewis is co-president of International Assn. of Radio Women and will attend annual meeting of BBC Oct. 11-16.

### PROFESSIONAL SERVICES SHORTS

**Ursula Halloran & Assoc.,** N. Y., retained as public relations counsel by North American Phillips Co., distributor of Norelco electric products, for its forthcoming sponsorship of programs in NBC-TV's *Project 20* series, Oct. 16 and Dec. 6. North American, through its agency, C. J. LaRoche Inc., N. Y., sponsored one *Project 20* program last season.

**Gould, Gleiss & Benn Inc.,** marketing management consultant firm, opening branch in San Francisco, at 1204 Russ Bldg. **William H. Gacke,** formerly in Chicago and L. A. offices, appointed manager of S. F. office.



## NAEB Annual Convention Oct. 16-18 in Atlanta, Ga.

NATIONAL Assn. of Educational Broadcasters will hold its 32d annual convention in the Biltmore Hotel, Atlanta, Oct. 16-18, with the agenda consisting of speeches by executives in both commercial and educational broadcasting and a series of radio and tv "curbstone" clinics.

Among speakers will be John M. Outler Jr., general manager of WSB-AM-TV Atlanta and chairman of the radio board of NARTB, who will address the luncheon meeting on Oct. 17. Other speakers will be Richard B. Hull, director of radio and television broadcasting, Ohio State U., on "Educators Broadcasting—a Report and Analysis" and Bradford D. Ansley, director of development, Emory U., on "Radio and Television in the Public Relations Framework."

Clinics on educational television will cover such subjects as management problems, closed-circuit operations, low cost production techniques, the educational program festival, graphic arts and training of a faculty for the medium. The radio clinics will be devoted to program ideas, children's shows, engineering, use of the medium for information, publicity, promotion and public relations and stations' program festivals.

## CBS' Mickelson to Address Methodist Radio-Tv Workshop

SIG MICKELSON, CBS vice president in charge of news and public affairs, will be a featured speaker at the first television, radio and motion picture workshop to be held under the auspices of the Methodist Television, Radio & Film Commission. The workshop will be held Oct. 9-11 in Nashville, Tenn.

Mr. Mickelson will discuss ways the industry can cooperate in religious programming. More than 100 Methodists are expected to attend.

Dr. S. Franklin Mack, executive director of the Broadcasting & Film Commission, National Council of Churches, will discuss the effects of radio and tv on the standards of the American family and outline the church's responsibility in this area. Other speakers will include outstanding interdominational and Methodist religious leaders.

## $150,000 Grant to WHYY (TV)

WHYY (TV) Philadelphia, ch. 36 educational outlet not yet on the air, has received a grant of $150,000 from the Fund for Adult Education. The money will be used to purchase equipment, including a kinescope recorder, which will enable WHYY to film shows for distribution to educational tv stations across the country, according to W. Lawrence LePage, chairman of the board, and Richard S. Burdick, managing director.

## Duquesne Opens Campus Tv

A CAMPUS-BASED closed-circuit tv studio has been put into operation at Duquesne U., Pittsburgh. Long range plans call for the teaching of certain classes by closed-circuit television; the use of tv facilities by individuals as well as civic, social and professional groups as a laboratory prior to appearing on scheduled tv programs, and the serving of a function similar to that of its sister radio station WDUQ in providing quality tv programming as a public service.

## Texas Ams Give Scholarships

TEN SCHOLARSHIPS for freshmen pursuing radio-television studies at the U. of Texas, Austin, have been provided by eight radio stations in the state and a student organization.

The scholarships, which totaled $1,475, were awarded by the university chapter of Alpha Epsilon Rho, honorary radio-tv fraternity; KGBT Harlingen; KNUZ Houston; KNOW, KVET, and KTBC, all Austin; KONO San Antonio; KTRN Wichita Falls, and KBKI Alice.

## Seldes Heads Tv Writing Class

THE New School for Social Research, New York, has scheduled a tv writing workshop for its fall and spring semesters under the guidance of critic Gilbert Seldes. Mr. Seldes recently wrote *The Public Arts,* a critique of radio-television and films. Another script writing clinic encompassing radio, tv and drama is open to a limited number of writers and will play host to network and agency broadcast executives who will evaluate scripts and discuss their relative merits.

### EDUCATION PEOPLE

**Jack D. Summerfield,** production supervisor and instructor in radio drama, U. of Texas, Austin, named to new post of fm manager of WGBH-FM Boston, non-commercial educational station; **William H. Cavness,** producer and script writer at U. of Texas, named senior fm producer of WGBH-FM and **Lillian K. Akel,** formerly with *Binghamton* (N. Y.) *Sun* as reporter, appointed fm producer.

**Barbara Brundage,** editorial staff, *Time* magazine, N. Y., to Educational Television & Radio Center, Ann Arbor, Mich., as information associate.

**C. Wesley Lambert,** program director, WKNX-TV Saginaw, Mich., to Louisiana State U., Baton Rouge, as producer and instructor in television.

**Rudy Bretz,** production-programming consultant, who has served with CBS, Canadian Broadcasting Corp. and Australian Broadcast Commission, appointed to theatre arts faculty of U. of California at Los Angeles.

### EDUCATION SHORTS

**Pace College,** New York City business school, announces it is nearing completion of its first radio-tv production studio. New broadcasting plant will be used in Pace's new specialized radio-tv course this fall semester.

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati—
Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

# HALT EMPIRE-BUILDING CBC, CARTB EXHORTS COMMISSION

**Windup sessions by Royal Commission at Ottawa hear a variety of suggestions on Dominion radio-tv. But biggest wallop is broadcasters' trade association brief condemning present controls.**

"WE believe that under present circumstances the state broadcasting agency is coursing toward a concentration of size, wealth and power significant enough to weaken the safeguards represented by elective government," the Canadian Assn. of Radio & Television Broadcasters stated Oct. 2 in their closing brief before the Royal Commission on Broadcasting.

"This association believes that private broadcasting facilities are capable of providing a comprehensive broadcasting service and coverage to the nation."

The CARTB brief recommended (a) establishment of a separate administrative and regulatory authority for all telecommunications including broadcasting, (b) licensing of competitive television broadcasting stations in any area of Canada to permit maximum use of tv channels, to encourage development of this art, to transfer a larger share of its cost from the taxpayer to industry, and (c) financing of any state broadcasting agency whatever its form by annual Parliamentary grants to protect the basic principles of responsible government.

In urging the establishment of a separate administrative and regulatory authority, the CARTB referred to the Canadian airline and railway transportation fields, where such boards regulate both government and privately-owned carriers, and also referred to Australia's broadcasting system.

### Annual Review Urged

The CARTB brief cited cases where it claimed the CBC had arranged changes in frequencies for its own benefit, not the public interest.

The brief dealt in detail with competitive tv station licensing and showed how much advertising money is available for second stations in major cities. It gave examples of how in Canada in radio and in the United States in tv competitive stations have brought more advertising revenue to pay for the stations.

The CARTB presented surveys made this summer by independent groups showing public opinion for competitive tv stations operated by private enterprise. A Canadian Institute of Public Opinion poll showed 40.7% of Canadians, regardless of political affiliation, favor a separate regulatory body as opposed to 29.7% favoring the present system. The poll showed 63.2% favor competitive tv.

In dealing with financing of the CBC, the CARTB referred to the CBC brief to the Commission in which the CBC had stated that annual parliamentary grants would mean submission of estimates to Parliament each year and the possibility of political control of broadcasting.

The CARTB brief stated that "creation of the situation advocated by the CBC would result in a structure at once more powerful and non-representative than any ever existing or contemplated in Canada, a structure responsible to no one. The CBC is already a powerful instrument of mass information. It would be spending between $50 and $150 million a year of the taxpayers' money and be free from any of the long accepted means of supervision by the voters' elected representative. Such a colossus is a menace which should not be countenanced by any public authority. Such a development is what the private broadcasters have been warning against for years.

"The CBC's finances should be reviewed and voted annually by Parliament. It is only financial control that gives Parliament any control. . . . No other department of the government of Canada is given assurance of financial grants by Parliament for longer than one year. . . . Nor is annual Parliamentary review a threat to long-range planning. . . . We submit that the CBC's execution of its planning should be subject to the check of the proposed Canadian Telecommunications Board and that the financing should be annually reviewed by Parliament."

For the future the CARTB declared that private broadcasters want to be part of the swiftly increasing tempo of Canadian development, "not remain tied to a broadcasting system born of the depression area and still hobbled by philosophical concepts not appropriate to a forward-looking Canada. Private broadcasters feel it is unrealistic they should be required to limit their pace to keep step with a Crown Corporation which is always in need of funds, always hesitant about trying new things until our American neighbors have first perfected them, always more concerned with 'thou shalt not's' than with positive dynamic encouragement of this industry. . . .

"Today's broadcasting authority operates in fear, negatively; the private broadcasters not bound to this restrictive depression minded system, would soon be in the vanguard of our country's economic, artistic and spiritual expansion. . . .

### Cites Service Record

"No group in Canada can surpass the public service record of private broadcasters. . . . Even most of those who opposed our policy recommendations agreed that private broadcasters perform an outstanding service."

The brief reviewed the private stations requests for tv licenses as far back as 1938 after some stations had pioneered with tv signals in 1923 and 1932. The brief also went into the network situation and desire of private stations to form their own networks as they did before 1932.

The brief asked for relief from a system which has dominated the entire field of radio and tv communication, which is also seeking to rid itself of the control of elected represen-


HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

Phil Evans, KMBC-KFRM Farm Service Director, is one of 22 air personalities responsible for the compelling New Sound of KMBC-KFRM.

LISTEN the New Sound of
KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America



WHBF
coverage area has
376,700
consumer spending units
with
$4611.
income per unit
(S. M. Buying Power)
CBS FOR THE
QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

# EVERY MONDAY...

## BROADCASTING TELECASTING

## AT THE FOLLOWING NEWS STANDS:

**NEW YORK CITY**

444 Smoke Shop
444 Madison Avenue

New Weston Hotel
32 East 50th Street

P. J. Brennan Newsstand
42nd & Park Avenue

**CHICAGO**

Post Office News Company
37 West Monroe Street

London Guarantee Newsstand
360 North Michigan Avenue

**HOLLYWOOD**

Universal News Agency
1655 North Las Palmas

World News Company
1652 No. Cahuenga Blvd.

Louis Steinberg
1458 No. Gower Street

Aljo's Alley
1531 North Vine Street

Western News Agency
1707 North Western Avenue

**WASHINGTON**

National Press Bldg.
14th and F Streets

Henderson News Co.
14th and New York Avenue

Mayflower Hotel
Connecticut and DeSales

**PHILADELPHIA**

Frank E. Elster News Agency
N W Corner 13th & Market

**WILKES-BARRE**

Leo Matus
42 Public Square

**SAN ANTONIO**

Alamo News & Book Store
507 E. Houston

**HOUSTON**

Malone Newsstand
918 Texas Avenue

SINGLE COPY **35¢**

**Annual Subscription**
**52 Weeks — $7.00**




tatives over its annual expenditures. "We are bound in the web of a power-hungry corporation more interested in empire-building than in programming," the brief stated. "We would prefer to be regulated, however strictly, by a separate regulatory board. . . . The forced marriage of private radio with the CBC has been a confusing and unhappy arrangement. It has always been controversial and never commanded public confidence. We believe it was never contemplated by the legislation or those who framed it. We believe that new legislation should recognize today's needs and today's realities."

The CARTB also filed a detailed comment on sections of the CBC brief, largely dealing with financing and stressing the vagueness of its estimates and how it has not even been able to live within those estimates in recent years. It also dealt with the vagueness of CBC financial statements. This section of the brief states that "annual supervision by Parliament of public expenditures is one of the basic functions of and reasons for Parliamentary government, if indeed not the basic reason."

"A variety of other briefs, from outright changes in present Canadian radio and television control by the Canadian Broadcasting Corp. to a continuance of the status quo, were presented.

CFPL-AM-FM-TV London, Ont., and the *London Free Press*, urged a partnership under present controls of CBC, rather than a separate regulatory body which had been requested by the Canadian Assn. of Radio & Television Broadcasters. The brief also urged a provision for an appeal to the courts from CBC's decisions, more influence by private stations in network operations which CBC controls and adequate financing and competent staffing for CBC Dominion radio network.

CJON-AM-TV St. John's, Nfld., presented a brief stating that independent stations should be given a chance to develop network programs and that they could do a better job than the CBC. The brief claimed that CBC survived only because of direct or indirect subsidization.

CJAD and CFCF, both Montreal, urged an independent regulatory body, permission for independent stations to operate networks and more tv stations in major cities to permit viewers a choice of programs. CJOR Vancouver, B. C., also urged that more channels be allocated to major cities.

### CBC Assistance Told

While these and other stations asked for changes in the regulations to permit them to establish networks, CKVL Verdun, Que., presented a brief in which it was pointed out that CBC had lent that station and a number of other private French-language stations engineering and equipment assistance to establish a French-language network. CKVL reported that in the past 10 years it has spent over $2 million on live network talent and was now taping some of its live shows for use on French-language stations.

CKLB Oshawa, Ont., presented a brief asking for networks, to which the Commission took exception. Commission members forced A. H. Collins, president of CKLB, to apologize for a misrepresentation in the brief which had omitted the word "written" from present network regulations. The brief misquoted the regulation, making it appear that networks were entirely prohibited, whereas they can be formed with written permission of CBC. Mr. Collins stated later in his testimony that taped live programs from local stations would not be as effective as a wire network.

Representatives of three pay-as-you-see television systems appeared before the commission at Ottawa to extoll the feasibility of their systems in Canada. Famous Players Canadian Corp., Toronto, retained former FCC Chairman Paul A. Porter to present its case for Telemeter tv, which is to be tried out at Kitimat, B. C. (new west coast aluminum production center 400 miles north of Vancouver), and Kenora, Ont., (in Lake of the Woods area 200 miles east and west of nearest tv stations). Zenith Corp., Chicago, and Skiatron Electronics & Television Corp., New York, also presented briefs.

Quebec moving picture interests opposed subscription tv as a means of putting the moving picture theatres out of business. John Fitzgibbons, president of Famous Players Canadian Corp., stated that the day of the small moving picture house is finished, his company having closed up six small theatres in Vancouver in the past two years.

The Canadian Federation of Mayors & Municipalities, representing some 300 cities, backed up the requests of the independent stations for more tv stations in major cities, especially the six where the CBC now has the only station; Halifax, Montreal, Ottawa, Toronto, Winnipeg and Vancouver. The brief also asked that CBC and private stations be given equal status under an independent regulatory board.

The Royal Commission on Broadcasting was informed by letter of the part played by the independent broadcasters in training personnel at the Ontario government's Ryerson Institute of Technology, Toronto. Andy McDermott, general manager of Radio & Television Sales Inc., Toronto, informed the commission of the equipment donated the school by CFCF Montreal, and of the work of a committee of independent broadcasters in arranging scholarships and bursaries for the school, which supplies radio-tv personnel.

## South West German Radio Plans Commercial Segments

FOLLOWING a trend set by Bavarian Radio, Munich, a second non-commercial broadcasting system in Germany, South West German Radio, has decided to introduce commercial segments in December into its otherwise non-commercial program schedule.

South West German Radio is operated as a non-profit public institution. Eventual profits from its planned commercial programs are to go to "cultural" institutions outside the broadcasting field.

German newspaper publishers earlier had protested against this type of mixed commercial and non-commercial broadcasting. They, instead, demand the introduction of privately owned and operated stations which would follow the pattern set by ITA in Britain.

## Third Tv for Denmark

A THIRD tv transmitter in Denmark has been put into operation at Aarhus. Others are at Copenhagen and Odense.


The Continental Divide Station
TV 4
Montana

# SIX BIDS FOR TV FACE CBC BOARD

SIX APPLICANTS for television stations, six for am stations and two for fm stations will be heard at the Oct. 26 meeting of the Canadian Broadcasting Corp. Board of Governors at the Canadian Senate, Ottawa. In addition, there will be a large number of share transfer applications before the board, transfer of ownerships and requests for power increases.

Two applications will be heard for an English-language tv station for Quebec City. One will be Television de Quebec (Canada) Ltd., operating CFCM-TV Quebec, now mainly a French-language station, which is requesting a ch. 5 assignment with 5.6 kw video and 2.8 kw audio power and antenna height of 457 feet above average terrain. The second applicant is CJQC Quebec, an English-language station, which is applying for ch. 9 with 3.2 kw video and 1.6 kw audio power with antenna of 239.5 feet above average terrain.

In northern Quebec, CKRN Rouyn is applying for ch. 4 with 50 kw video and 12.5 kw audio and antenna at 821 feet above average terrain. In Newfoundland, CJON-TV St. John's is requesting a satellite operation at Argentia on ch. 10 with 190 watts video and 97 watts audio and antenna height of 331 feet. Argentia is roughly 70 miles west of St. John's.

In western Canada, two applications for tv stations are being made. CHAT Medicine Hat, Alta., is applying for a tv license on ch. 6 with 4.78 kw video and 2.39 kw audio, with antenna 313 feet above average terrain. At Kamloops, B. C., Twin Cities Television Ltd. is applying for ch. 4 with 100 kw video and 50 kw audio and antenna 100 feet high. The Kamloops application was deferred from the June meeting to permit a study of the financial implications of this and other future applications of a similar kind for low power stations serving small populations.

CKVR-TV Barrie, Ont., has an application before the CBC board asking for an increase in power on ch. 3 from 14 kw video to 26.7 kw video, and 7 kw audio to 13.3 kw audio. Antenna height is to be increased from 369 feet to 810 feet above average terrain.

New am station applications are by Sask-Alta Broadcasters Ltd. for 1 kw on 1150 kc at Lloydminster, Alta.; Cariboo Broadcasters Ltd. for 1 kw on 570 kc at Quesnel, B. C.; A. J. Thiessen for 1 kw on 1290 kc at Altona, Man.; W. H. Haskett for daytime 500 w station on 1320 kc at Newmarket, Ont.; E. J. Reid for daytime operation of 500 w station on 1480 kc at Newmarket, Ont., and J. O. Graham for daytime 500 w station on 1300 kc at Richmond Mill, Ont. The last three applications are for stations in the northern suburban area of metropolitan Toronto.

Fm applications are by CKLB Oshawa, Ont., for 8.83 kw on 93.5 mc at Oshawa, and by E. J. Piggott for 282 w on 98.1 mc at Toronto. The latter application has been before the board several times as a storecasting operation, but now will be heard for a more regular broadcasting service.

CKCV Quebec is asking for an increase in power from 1 kw to 5 kw on 1280 kc, and CJGX Yorkton, Sask., is requesting an increase from 1 kw on 940 kc to 10 kw daytime and 1 kw nighttime on same frequency.

Twenty-two stations, three with tv affiliations, are asking for transfer of shares, from one share to an entire recapitalization in the case of CKAC Montreal. CFCW Camrose, Alta., is requesting transfer of control to Harold J. Yerxa. CJMS Montreal, Que., is requesting transfer of control to J. L. Guay & Frere Ltd.

*"KRIZ Phoenix started me doing it myself and you know how it is—add a bench saw here, a screw driver there—"*

# NEW RATING SURVEY COVERS ALL CANADA

AN ENTIRELY new system of surveying listening and viewing audiences in Canada was put into operation by the Bureau of Broadcast Measurement, Toronto, Ont., Oct. 1. The new system is Time-Period-Audience (TPA), the first simultaneous evaluation of how many households are tuned to what station at any time in every section of Canada.

The first TPA audience is being taken by BBM this autumn with results to be reported early in 1957. The report will show audience ratings of radio and television stations throughout Canada, with separate reports for more than 150 areas, by half-hour periods from 6 a.m. to midnight. The report also will show urban and rural coverage.

The reports will cover (a) percentage of all households listening to or viewing each station in each area by half-hour periods on survey days, and (b) a summary station report showing actual number of households tuned in the whole of the station's coverage area in each time period, the basis of cost-per-thousand figures.

Research by BBM clearly showed that audience figures for cities cannot be projected to the surrounding local areas; that it is not possible to obtain all audience and therefore cost-per-thousand figures unless all areas are reported; that it is not enough to report only a few urban centers or to report provinces as a whole, as in this way local trading areas are submerged.

For all 17 metropolitan Canadian cities and for a group of 12 typical trading areas, the report will cover six completed days. For the balance of the reported areas the first report will cover three full days, according to Clyde McDonald, BBM research director.

The new system was developed after months of intensive study of the needs and demands of stations, advertisers and advertising agencies who make up the membership of BBM.

## Dominion Audience Studied

INTERNATIONAL Surveys Ltd., Toronto, Ont., has just completed a study of listening and viewing habits of Canadian households. Peter R. Culos, ISL vice president and radio-tv director, reports that this is the first time such information has been made available in Canada. Results of the survey have been released in booklet form.


HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

BMI
"Meet the Artist"

**BMI's series of program continuities, entitled "Meet the Artists," emphasizes the human side of our great music performers.**

**"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.**

***"Meet the Artist" fills a special need in areas where such data is not easily available . . . highly commercial.***

BROADCAST MUSIC, INC.
589 FIFTH AVE. NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

# PLAYBACK

## Quotes worth repeating

### THANKS TO TV

*Richard L. Jones Jr., chairman of the board, Bureau of Advertising, American Newspaper Publishers Assn., speaking before the Downtown Rotary Club of Los Angeles Sept. 28:*

RADIO and television have whetted a new appetite for news, for more background information on personalities and events. In general, it is my firm belief they have been an aid to the newspaper publishing industry.

In fact, newspapers owe a lot to television, because with the advent of the new medium, advertising budgets in general skyrocketed—with newspapers getting their share. . . .

But because television is an entertainment medium, it will never be able to present the news as newspapers do. For instance, we cover political campaigns free. In radio and television, the candidate has to buy his time. . . .

In dollars, the public spent a billion and a half last year for its newspapers, and it is interesting to note—while this was going on—advertisers invested over three billion dollars in newspaper advertising space—more than in television, magazines, radio and outdoor combined.

### RATES AND RATINGS

*Sylvester L. (Pat) Weaver Jr., former president and board chairman of NBC, as quoted in an interview by Donald Kirkley in the* Baltimore Sun, *Sept. 26:*

THE unknown factors in evaluating the future are steadily rising costs and the large-scale invasion by new-old movies from Hollywood. Cheap films and complacency on the part of the networks make it harder to get ratings for network programs, which will make them a safe investment.

For example, here in New York the other day an independent station, in an advertisement, offered to guarantee a rating of 50 for old movies, on a cumulative basis, at a low cost. The network stations can't hope to equal that rating with a network program, yet their rate is several times as high. The same thing is happening in other cities.

If a network program gets less than 40% of the audience it's in trouble. A network rate can only be protected by building up big circulation advantages. The point of collision with Hollywood has been foreseen, but has enough of the network revenue been spent in developing good programs and talent?

If flooding the air with old movies syphons off part of the old audience and hurts ratings, but fails to bring in new viewers, then one result will be to bring pressure for lower talent costs on live programs. In the end, the whole system of network information and entertainment programming may be threatened. From the viewer's standpoint, this might become a calamity.

### MORE POTENT RIVAL

*Ben Shylen, editor-publisher of* Boxoffice *magazine, discussing movies released to tv (Sept. 15 issue):*

THE PEAK theatre hours—and days and nights: Fridays, Saturdays and Sundays—generally, will be usurped by tv for these film programs. . . .

The $20 million that Loew's received for assets that had been written off to zero ought to put that company in a position where it can produce some extraordinary pictures for theatre use. And, with more to come from other tv deals, these funds could provide a continuing flow of fine theatrical product. That may, of course, apply to some of the other companies. But the pictures will have to be *super-extraordinary* and *super-abundant* considering the fact that tv will have been made a more potent competitor by the very product this industry has made available to it.

### MAN AND MACHINE

*Columnist Arthur Krock, writing in the* New York Times *Sept. 20:*

TELEVISION is a marvel, a powerful and indispensable campaign accessory. But if either Stevenson or Eisenhower had to depend upon it for the public conception of his personality and physical being, he would be at perhaps a fatal disadvantage. Normally this disadvantage would be the greater for the candidate of the opposition than for a President in office. But in Stevenson's case that would be modified by the facts that he is a flesh-and-blood national reality and leads the party of the majority.

On the other hand, the President's normal *ex officio* advantage is actually reduced by television. Video, while it does not compliment Stevenson, does not fail so conspicuously as with Eisenhower—particularly since his surgery—to convey the manner and make-up of the man. The President, seen in the flesh, never looked more vigorous or alert than now, and never did his extraordinarily winning personality project itself more effectively. But so much of this is lost between the man and the screen that every time he goes on tv it is easier to understand why the party management keeps prodding him for more and more personal appearances among the voters.

Maybe if everybody owned a color set this projection would reach the mass of the people. But no machine is a substitute for reality. And it is on the reality of Eisenhower that his hold on the voters —hence the "x" quantity in the election —must be tested.

### WHO'S AFRAID OF TV?

*Editorial in* The Petal Paper, *Petal, Miss., Aug. 20, criticizing another paper which published an anti-tv brochure upon the first tv station's going into operation in that area (WDAM-TV Hattiesburg):*

IT IS our opinion that there is no competition between newspaper and television. It is our opinion that, generally speaking, advertisers with an increased sales volume increase their advertising budget. Too, it is our opinion that newspapers and television can work together to mutual advantage. Our opinion is that each medium supplements the other, insofar as news coverage goes. True, newspapers are out of the running insofar as entertainment goes; however, by the same token, television is out of the running insofar as editorial comment is concerned.

We have panned tv programs numerous times in our paper. We are likely to continue doing so when they stink. But, for heaven's sake, those of us in the newspaper business should take a good look at ourselves before we condemn tv. Commercial television is only 10 years old and it is far superior to most of the newspapers in the state, some of which are a century old!

In conclusion we have only this to say: Ignorance is the greatest enemy to progress the world knows. We are aware of the fact that tv is not the hand that feeds us in the newspaper business. At the same time we won't starve because of the coming of WDAM-TV [Hattiesburg] to the community.

Well, to be sure, we just sit back and enjoy it practically every evening of our life—naturally, after we've read the newspaper for the day.

# EMPHASIZING THE LOCAL ANGLE

## *WGN-TV's Answer to Programming Problem Found in Coverage of Community by Remotes*

AT A TIME when some independent television stations and even some network affiliates are finding it difficult to evolve a Saturday morning programming formula in a profitable and audience-winning manner, WGN-TV Chicago claims to have emerged with a positive approach of its own.

The *Chicago Tribune* tv property also has literally opened up new vistas while implementing a new community programming policy that also includes WGN Radio.

The formula: a series of periodic *Going Places* remote telecasts which are whetting advertisers' budgetary appetites, stimulating viewer interest and creating community acceptance.

Despite its identification with film programming, WGN-TV actually has been "going places" with its live cameras since the early '50s, when it started televising local automobile shows. The remote theme was given fresh new emphasis last fall, when WGN Inc. announced plans for an extensive fall schedule of originations, and further impetus was given in recent months as WGN Inc. reappraised its radio-tv properties under the leadership of J. Howard Wood, its president.

As he promised at this year's WGN-TV Fifth Annual Film Festival and Talent Parade, where he appeared as a guest preparatory to assuming the helm of the *Tribune* broadcast properties, Ward Quaal has charted a new course for WGN radio and tv toward superior programming and greater recognition as "friendly neighbors in Chicago" and for airing "vehicles of quality program service."

Today, on the average of once a month, viewers of ch. 9 can confidently expect a wide assortment of remote fare (exclusive of baseball and other sports events) ranging from pet and dairy parades to opera balls and the opening of a sponsor's new store. And what's more they pay off in the WGN-TV accounting department, despite engineering cost considerations.

Says Jay Faraghan, WGN-TV program director:

"The curiosity factor alone gives the community event a fascination for the audience that can seldom be achieved in the studio with anything less than a $64,000 jackpot."

The files of Ted Weber, WGN-TV sales director, include reports from satisfied sponsors who have picked up the tab for special events telecasts (either full or participating sponsorship) one year and returned the next, and from other advertisers who, once having sponsored a remote, bought other WGN-TV time (as well as WGN Radio).

Armed with probably the most complete remote equipment of any Chicago television station, WGN-TV has covered the Chicago Automobile Show (for five consecutive years), the LaGrange (Ill.) Pet Parade (four straight), Chicago Dairy Parade (two years), Des Plaines (Ill.) Pet Parade, Chicago National Boat Show, General Motors' "Powerama," St. Patrick's Day Parade, the Oak Lawn (Ill.) Modern Living Exposition, and more glitter-and-glamour events like the Lyric Theatre's "Opera Ball" opening, the midwestern premiere of the film "Oklahoma," the annual *Tv Guide* (Chicago) awards banquet and the Park Forest (Ill.) nine-day "Television Jamboree."

Just recently (Sept. 15), WGN-TV televised the preview of the "V.I.P. Show", climaxing a civic drive for the Welfare and Milk Fund operated by the Illinois Catholic Men's and Women's Clubs and held at the Chicago Civic Opera House.

WGN-TV will even trot out its mobile equipment (consisting of four remote trucks) to faraway places for a good advertiser like Mages Sports Stores to cover a grand opening, or to Chicago's Holy Name Cathedral for an Easter telecast of a Solemn High Mass (though the latter is not precisely part of its *Going Places* theme).

Exactly what constitutes a *Going Places* remote? Jay Faraghan describes it as very "resilient, with emphasis on community identification."

In all these ventures, a rich vein of community interests runs through WGN-TV programming as local chambers of commerce and other groups identify themselves with the particular project at hand. Advertisers seem quite willing to pay part or all of the freight on remotes.

Whether sponsorship is participating or full depends on the particular community interests involved and the preference of advertisers, themselves, according to Ted Weber. Quite obviously, no station could justify a continuing series of remote telecasts sustaining and without participating or full sponsorship.

"Now that we have found that these things (remotes) work as an effective formula, we try to sell communities on them," he adds. The cost of programming a *Going Places* remote varies widely on the basis of technical help and facilities employed; sales-wise, it is pro-rated among the advertisers.

A good example of advertising acceptability and community acceptance was typified in the recent 10th annual LaGrange Pet Parade. Armour & Co., Quaker Oats Co. and Libby, McNeill & Libby joined as co-sponsors of the 90-minute pickup. WGN-TV supplied its local talent, and 2,500 children from 60 Chicago schools and 32 area towns and villages paraded, complete with floats, bands and drum units, before the cameras.

Another example was the sixth annual Des Plaines Valley Pageant and Pet Parade in Summit, Ill., sponsored by Summit Savings & Loan Assn.

A full-hour telecast of the "Opera Ball" after the opening night performance of the Lyric Theatre's opera season was sponsored by The Kitchens of Sara Lee from the Conrad Hilton Hotel.

One sidelight of the *Going Places* operation is the fact that automobile manufacturers approach WGN-TV on such projects as the General Motors Powerama and Automobile Shows and also buy time on WGN Radio. The Powerama Show last Sept. 14 was sponsored by Jim Saine's Restaurant, and car makers and distributors sponsored the auto show. The American Dairy Assn. also participated in sponsorship of the annual Dairy Parade down Chicago's State St.

Another facet of community interest lies in the remote telecast of store openings. WGN-TV has covered the opening of Mages stores in Hammond (Ind.) and Evanston (Ill.). Says Mr. Faraghan:

"Mages has found that store openings on remotes have been a definite shot in the arm for its business. It's an example of a sponsor taking advantage of impact impressions." On these occasions, WGN-TV also originated some of its programs from the store sites.

WGN-TV actually evolved its *Going Places* series with the automobile show five years ago when plans for a four-station pool failed to materialize. Over 20 different manufacturers worked closely with WGN-TV on coverage plans, with each getting three to five minutes air time. The station called on the experience of its remote crews, which had handled baseball and other re-

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

motes, for this and succeeding *Going Places* events.

Today, it is a routine assignment for the WGN-TV engineering department to cover such events. Coverage of an automobile or boat show usually requires two complete mobile units, three camera crews, six or seven cameramen, four microphone hook-ups and anywhere from 5,000 to 8,000 feet of coaxial cable and 12,000 to 16,000 feet of microphone cable.

While such coverage is by now standard operating procedure at WGN-TV, the dozen or more assignments each year can be "tricky" for cameramen, producers, directors and writers. "Generally we get no rehearsal whatsoever, and a schedule of activities that usually gets completely disrupted seconds after we go on the air; yet, we end up with the most interesting and most provocative television to be seen at the time," according to Mr. Faraghan.

## CBS-TV PLANS MORE COLOR

LATEST CBS-TV color plans for the 1956-57 season point to a stepped-up color schedule. The network has announced that it will colorcast the Wednesday night *Arthur Godfrey Show, Shower of Stars* (once-a-month special show placed in the regular *Climax* time period), *Red Skelton Show* and *The Ford Star Jubilee,* which made its color debut last year.

Other CBS-TV shows set for color are UPA's *Mr. McBoing-Boing* series and *Heckle and Jeckle.* Occasional colorcasts will include *Climax* and the *Bob Crosby Show.* The network will experiment with daytime color tv the week of Oct. 22-26 when *The Big Payoff* is scheduled to be colorcast.

CBS-TV expects further additions to be made to its color schedule during the year.

## KMTV (TV) AIRS OLYMPIC BOXING

TEN of the best amateur boxers in the midwest have been sent by KMTV (TV) Omaha to the regional Olympic boxing trials in Kansas City. Winners there will go to the finals in San Francisco. The station organized and sponsored the Midwestern Olympic Boxing Tournament for Nebraska, western Iowa and South Dakota. Semi-finals and finals were televised in color from KMTV studios on four successive nights, and have helped to stimulate an interest in amateur boxing in the local area.

## Extra Service

TWO BOAT CREWS of deep sea fishermen off the coast of St. Petersburg, Fla., are being awakened each morning at 4:30 a.m. for their day's work by the early morning program over WCKY Cincinnati.

"To awaken from a sleep after hauling hundreds of pounds of fish aboard, it takes the loudest cowboy music made, and that's what we get from WCKY," a crewman on one of the boats explained.

"That guy at WCKY, now," he continued, "I'm in his debt. If I had any way to make him a present of a 25-lb. snapper, I'd sho' do it. Some of our catch doubtless goes to Cincinnati, and perhaps he's eaten our snapper without either of us knowing it. I like to think that, anyhow."

## NBC BOOSTS COLOR SHOWS

NBC-TV, which for the past five years has been using print media for black-and-white program promotion, has unleashed a magazine campaign to "sell" the nation's readers (and as far as the network is concerned, "lookers") on its vastly expanded color schedule.

Not only is the network promoting color in general in such mass magazines as *Life* and *Collier's* ("Before your very eyes . . . NBC Big color tv every night of the week") but it is also advertising in the consumer press individual programs. The campaign, which will run through Dec. 17, is aimed for the holiday season. Grey Adv., New York, is the agency for NBC.

## PROGRAMS ON BRITISH EMPIRE

HENRY SALOMON, executive producer of NBC-TV's *Project 20* series, is in Europe to lay groundwork for the two-part study on the rise and decline of the British Empire, tentatively titled "Four Kings, Two Queens." Mr. Salomon will do preliminary screening of required film footage, discuss certain aspects of the projected program with notable British historians, and meet with officials of Phillips Co., Eindhoven, Holland, the parent firm of North American Phillips Co. (Norelco), New York. Latter sponsored last season's *The Twisted Cross* and will sponsor the forthcoming *Great War* [Oct. 16] and *Call to Freedom* [Dec. 6].

Meanwhile, a spokesman for *Project 20* in New York last week hinted at the possibility that North American Phillips might extend its sponsorship beyond its purchase of three of the programs. Slated for showing through December 1957 are *The Jazz Age* [Feb. 8], *The 'Thirties* [April 24], *Four Kings, Two Queens,* Part 1 [Oct. 8], and Part 2 [Dec. 2]. Agency for Norelco: C. J. LaRoche & Co., New York.

## SERIES FOR 8-9 YEARS OLDS

NATIONAL Council of Churches of Christ in the U. S. A. last week announced its intention of interesting local stations in putting on a live, quarter-hour weekly religious program designed for the 8-9 year old viewing audience. Through its Broadcasting & Film Commission, the council has already made arrangements with local church groups to produce such a series.

Last week, the Council, in cooperation with the Church Federation of Great Chicago, launched *Let's Find Out* on WTTW (TV) on what it called an "experimental" basis. Spokesmen for the council indicated that several other cities "in widely separated areas," are expected to be carrying the series next year.

## XETV (TV)'S DISNEY FETE

COOPERATING with the San Diego Kiwanis Clubs, XETV (TV) Tijuana, presented free morning movies at four theatres, featuring Head Mousketeer Jimmie Dodd of *The Mickey Mouse Club,* and ch. 6 personalities Uncle Russ Plummer and Smokey Rogers. Drawings were held for a free bike at each of the four theatres, and actors dressed as Disney characters distributed slogan balloons throughout the downtown area. Jimmie Dodd made a number of personal appearances in San Diego, also appearing on Jack Leuken's *Magic Show,* on ch. 6.

## WILS QUICK TO COVER CRASH

WILS Lansing ,Mich., News Director John Maters was on the scene following a National Guard helicopter crash on the west edge of the city, and within two minutes the bulletin was on the air. Within twenty minutes after the crash, the initial story was wrapped up; WILS news had broadcast the complete report, accompanied by a neighboring woman's description, which was recorded on the scene. The station says further credit is due to a sheriff's shortwave receiver in the newsroom, telephone beep-recording and an alert staff.

## SOLONS DEBATE ON KLZ

A DEBATE, claimed by KLZ-AM-TV Denver to be the first of its type to be simulcast, was originated and staged as a full-hour live program. Debaters were ex-Colorado Governor Dan Thornton, Republican, and former U. S. Representative John A. Carroll, Democrat, opposing candidates for U. S. Senate seats this fall.

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

The Continental Divide Station
TV 4
Montana

## Police Watch WSYE-TV

ON its fifth day of operation, WSYE-TV Elmira, N. Y., assisted the police in capturing an escaped prisoner from the Elmira Reformatory, according to General Manager Bob Bolger.

The police had only one picture of the fugitive, which was given to Mr. Bolger to be shown on WSYE-TV. The station had the picture on the air within a half-hour after the prisoner escaped. All police were instructed to watch WSYE-TV at 2 p.m. the day of the prison break, Sept. 19, in order to view the escaped man's picture.

The following day, Mrs. Dana Near, WSYE-TV office manager who had never before faced a microphone, aired reports of the man hunt and subsequent capture, necessitated when she and an engineer were left alone at the station while the rest of the staff was involved in the hunt.

## PUBLIC SERVICE FILM PLAN SET

UNDER a new plan announced last week by Association Films Inc., N. Y., tv stations may receive a different public service film on free loan for any period from 13 to 52 weeks. Called *Movie-a-Week*, the plan is designed to assist stations to fill regular public service slots with a continuous flow of programming. Film programs average a half hour in running time and include color prints when requested by tv stations.

## WTTM PROMOTES FOR VOTES

A SEVEN-WEEK "get out and vote" campaign has been undertaken by WTTM Trenton, N. J., through newspaper ads scheduled for the local area from Sept. 24 to Nov. 5. The ads which feature cartoons sketches of a donkey and an elephant, read "Republican or Democrat? No matter how you are registered . . . WTTM is presenting the facts and the news of all candidates throughout each broadcast day. Listen, think, and make up your mind and then vote on November 6." In addition to newspaper promotion, the station plans an extensive spot announcement campaign, as well as more news features.

## ANIMAL HI-JINX FOR WWDC

WWDC WASHINGTON, D. C. has announced a nationwide contest to name the respective animal symbols of Republicans and Democrats. Entries are on a "limited" basis to timebuyers, and are to be postmarked not later than midnight, election day, Nov. 6. First prize is an all-expense trip to Washington for the Inaugural. Included are grandstand seats, tickets for the Inaugural Ball, and hotel reservations. An alternate first prize for Washington timebuyers will be a weekend in New York City including play tickets and sightseeing. Six runners-up will receive an Emerson transistor pocket radio each, and there are five prizes which WWDC describes as being "run-down tax-free." These are a broom used for sweeping up after the Inaugural Parade, (slightly) used tickets to the Inaugural Ball, a real old Easter egg found on the White House lawn, and one Al Smith and an Alf Landon campaign button.



# Station Authorizations, Applications
## (As Compiled by B • T)

### September 27 through October 3

*Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.*

**Abbreviations:**

**Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.**

### Am-Fm Summary through Oct. 3

| | On Air | Licensed | Cps | Appls. Pending | In Hearing |
|---|---|---|---|---|---|
| Am | 2,920 | 3,061 | 160 | 311 | 133 |
| Fm | 522 | 545 | 37 | 10 | 1 |

### FCC Commercial Station Authorizations

**As of September 30, 1956***

| | Am | Fm | Tv |
|---|---|---|---|
| Licensed (all on air) | 2,911 | 517 | 204 |
| Cps on air | 47 | 10 | 303 |
| Cps not on air | 106 | 19 | 113 |
| Total authorized | 3,064 | 546 | 620 |
| Applications in hearing | — | — | — |
| New station requests | 276 | 9 | 54 |
| New station bids in hearing | — | — | — |
| Facilities change requests | 151 | 3 | 32 |
| Total applications pending | 875 | 98 | 401 |
| Licenses deleted in September | 0 | 1 | 2 |
| Cps deleted in September | 1 | 1 | 1 |

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

### Tv Summary through Oct. 3

*Total Operating Stations in U. S.:*

| | Vhf | Uhf | Total |
|---|---|---|---|
| Commercial | 374 | 90 | 464[1] |
| Noncom. Educational | 17 | 5 | 22[2] |

*Grants since July 11, 1952:*

(When FCC began processing applications after tv freeze)

| | Vhf | Uhf | Total |
|---|---|---|---|
| Commercial | 333 | 315 | 648[3] |
| Noncom. Educational | 23 | 21 | 44[3] |

*Applications filed since April 14, 1952:*

(When FCC began processing applications after tv freeze)

| | New | Amend. Vhf | Uhf | Total |
|---|---|---|---|---|
| Commercial | 1,025 | 337 | 801 | 561 | 1,363[3] |
| Noncom. Educ. | 61 | | 34 | 27 | 61[4] |
| Total | 1,086 | 337 | 835 | 588 | 1,424[5] |

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 695 already granted.

## New Tv Stations . . .

### APPLICATIONS

**Florence, Ala.—Tv Muscle Shoals Inc.**, uhf ch. 41 (632-638 mc); ERP 15.2 kw vis., 7.6 kw aur.; ant. height above average terrain 391 ft., above ground 343 ft. Estimated construction cost $76,376, first year operating cost $150,000, revenue $150,000. Post office address % Richard B. Biddle, Cypress Mill Rd., Florence. Studio location Florence. Trans. location Florence. Geographic coordinates 34° 49′ 07″ N. Lat., 87° 41′ 45″ W. Long. Trans. GE, ant. GE. Legal counsel John C. Martin. Consulting engineer Frank H. McIntosh & Assoc. Principals include **Richard B. Biddle**, 25% (52% owner of WOWL Florence and 25% WGAD Gadsden, Ala.); **C. V. Green** (grocery interests); **James B. Gambill** (gasoline, oil distributor), **O. B. Miley** (automobile agent), **George W. McBurney** (real estate owner-developer), all 12.5%; **Radio Muscle Shoals Inc.**, 25% (applicant for am in Huntsville, Ala.). Filed Sept. 25.

**Yakima, Wash.—Robert S. McCaw**, tr/as Chinook Tv Co. seeks replacement of deleted ch. 23 cp (formerly **KRSM [TV]**). Filed Oct. 3.

**St. Louis, Mo.—Plaza Radio & Tv Co.**, uhf ch. 30 (566-572 mc); ERP 244.80 kw vis., 125.08 kw aur.; ant. height above average terrain 258.55 ft., above ground 338.91 ft. Estimated construction cost $251,539, first year operating cost $264,000, revenue $300,000. Post office address 551 Fifth Ave., New York, N. Y. Studio location St. Louis. Trans. location E. St. Louis, Ill. Geographic coordinates 38° 36′ 20.5″ N. Lat., 90° 09′ 52.07″ W. Long. Trans. GE, ant. GE. Legal counsel Philip M. Baker. Consulting engineer John H. Mullaney. Principals include **Alex Rosenman**, 50% (N. Y. advertising agency owner); **Eliot Hyman**, 25% (former owner of Associated Films, production firm); **David M. Harris**, 25% (principal of Ercoma Corp., camera, lens, optical and high fidelity equipment importer). Filed Sept. 24.

**Alliance, Neb.—Western Nebraska Tv Inc.**, vhf ch. 13 (210-216 mc); ERP 102.3 kw vis., 61.3 kw aur.; ant. height above average terrain 669 ft., above ground 578 ft. Estimated construction cost $296,000, first year operating cost $160,000, revenue $170,000. Post office address Box 391, Alliance, Neb. Studio location Alliance. Trans. location nr. Angora. Geographic coordinates 41° 51′ 50″ N. Lat., 103° 07′ 58″ W. Long. Trans. RCA, ant. RCA. Legal counsel Miller & Schroeder. Consulting engineer John B. Heffelfinger. Principals are equal partners **L. L. Hilliard**, owner, **KOLT Scottsbluff, Neb.**, and **Sandhills Bcstg. Corp.**, owner, **KCOW Alliance**. Filed Sept. 24.

### APPLICATION AMENDED

**Walla Walla, Wash.—Walla Walla Tv Co.** ap-

plication seeking new tv amended re programming and estimated cost of construction. Filed Oct. 3.

### APPLICATION RESUBMITTED

**Bryan, Tex.—Brazos Bcstg. Co.** application for new tv on ch. 3 (60-66 mcs.), ERP: 60.3 kw vis., 30.2 kw aur., resubmitted. Filed Oct. 3.

## Existing Tv Stations . . .

### APPLICATIONS

**WMAL-TV Washington, D. C.**—Seeks mod. of cp to change ERP to 316 kw vis., 158 kw aur., install new trans. and make minor ant. and equipment changes. Filed Oct. 3.

**WRAL-TV Raleigh, N. C.**—Seeks mod. of cp to change studio location to Western Blvd. and Avent Ferry Rd., Raleigh, install new trans., ant. system and make other equipment changes. Filed Sept. 27.

**WSTV-TV Steubenville, Ohio**—Seeks cp to change ERP to 302 kw vis., 181 kw aur., change trans. location to nr. intersection of Troy Hill and County Rd., Reserve TWP., Allegheny County, Pa., change type trans., make ant. and other minor equipment changes. Filed Oct. 3.

## Allocations . . .

### ACTIONS BY FCC

**Mt. Airy, N. C.**—By memorandum opinion and order, Commission denied modified petition by Paul E. Johnson to assign ch. 8 in lieu of ch. 55 in Mt. Airy, N. C. Action Sept. 27.

**Pierre, Reliance, S. D.**—By report and order, Commission finalized rule-making in Docket 11783 and deleted ch. 6 from Pierre and assigned it to Reliance, effective Nov. 1. Action Sept. 27.

**Albert Jerry Balusek**—By memorandum opinion and order, Commission denied Feb. 28 petition by Albert Jerry Balusek for rule making to make all tv channels presently reserved for educational use available for commercial use. Action Sept. 27.

**Rule-Making Proposals**

Commission invites comments by Nov. 1 to following proposals for changes in the tv table of assignments:

**Hay Springs, Neb.**—By Northwestern Nebraska Cooperative Television Assn., to assign ch. 8 to Hay Springs, Nebr., which now has no assignment. Action Sept. 27.

**Ainsworth, Neb.**—By Bi-States Co., to assign ch. 3 minus to Ainsworth, which now has no assignment. Action Sept. 27.

**Greenfield, Lowell, Mass.**—By Springfield Television Bcstg. Corp., insofar as it requested addition of ch. 32 plus in Greenfield, Mass., by deleting that channel from Lowell and substituting ch. 78 in latter city. Commission sees no necessity to delete present ch. 58 from Greenfield, and denied petitioner's request for same as well as request for order to show cause so as to modify its authorization for station **WRLP (TV) Greenfield**, from ch. 58 to ch. 32. Action Sept. 27.

### PETITIONS

**KVDO-TV Corpus Christi, Tex.**—Requests deletion of ch. 3 at Nuevo Laredo, Mex., and assignment to Corpus Christi; also deletion of ch. 13 from Laredo, Tex., and its reassignment to Nuevo Laredo, Mex. Filed Sept. 24.

**WARD-TV Johnstown, Pa.**—Requests exchange of ch. 19 at Altoona, Pa., for ch. 56 at Johnstown. Requests order to show cause why WARD-TV cp should not be modified to operate on ch. 19 instead of ch. 56. Filed Sept. 27.

## Translators . . .

### APPLICATION

**Tucumcari, N. M.—Triple "S" Tv & Radio Clinic** seeks ch. 80 to rebroadcast ch. 4 KGNC-TV Amarillo, Tex. Trans. output power 10 w, ERP to community 36 w. Estimated population to be served 11,000. Post office address 307 E. Gaynell (Hwy. 66), Tucumcari. Estimated construction cost $5,169, first year operating cost $2,000. Filed Oct. 3.

## New Am Stations . . .

### APPLICATIONS

**Winter Haven, Fla.—William Henry Alford,** 1320 kc, 1 kw D. Post office address 495 Guava St., Bartow, Fla. Estimated construction cost $24,679, first year operating cost $35,000, revenue $55,000. Mr. Alford is former manager-salesman-chief engineer, **WTWB Auburndale, Fla.** Filed Sept. 25.

**Rossville, Ga.—Jay Sadow,** 980 kc, 0.5 kw D. Post office address Box 438, Rossville. Estimated construction cost $19,854, first year operating cost $36,000, revenue $60,000. Mr. Sadow is drive-in theatre owner. Filed Sept. 24.

**Jeffersonville, Ind.—Northside Bcstg. Co.,** 1450 kc, 250 w unl. Post office address % Keith L. Reising, 2016 E. Elm St., New Albany, Ind. Estimated construction cost $19,860, first year operating cost $49,000, revenue $70,000. Principals include equal partners **Thomas E. Jones,** president-general manager, *Jeffersonville Post & Free Press,* advertising weekly; and **Keith L. Reising,** program director, **WLRP New Albany, Ind.** Filed Sept. 26.

### APPLICATIONS AMENDED

**Daytona Beach, Fla.—Volusia County Bcstg. Corp.** application seeking cp for new am to operate on 1380 kc with 1 kw D and remote control trans. operation, amended to change ant.-trans. location. Filed Oct. 3.

**WOOO De Land, Fla.**—Seeks mod. of cp (which authorized new am) to increase power from 1 kw to 5 kw and change type trans. Filed Oct. 3.

**Starke, Fla.—Ben Akerman** application, seeking cp for new am to operate on 1600 kc with 1 kw D, amended to change frequency to 1580 kc. Filed Oct. 3.

### APPLICATION CORRECTED

**Douglas, Ga.**—Fernandina Beach Bcstrs.' application for cp for new am corrected to read 1480 kc, 500 w D, with remote control operation of transmitter. Corrected Oct. 3.

### APPLICATION RETURNED

**Prestonsburg, Ky.—Cumberland Pub. Co.** application seeking cp for new am, to be operated on 960 kc with power of 1 kw D, returned. (No site specified.) Action Sept. 27.

## Existing Am Stations . . .

### ACTIONS BY FCC

**KSPA Santa Paula, Calif.**—Application of Juan G. Salos seeking assignment of license to Frank James and Christie Palmer James returned (name and notary date). Announced Oct. 3.

**Cocoa, Fla.**—Application of Emerson W. Browne seeking cp for new am, to operate on 1350 kc, 1 kw D, returned (notarized incorrectly). Announced Oct. 3.

**WFMW Madisonville, Ky.**—Application seeking license to cover cp (which authorized installation of new trans.) returned (not notarized and trans. and studio location). Announced Oct. 3.

**WION Ionia, Mich.**—Application seeking authority to determine operating power by direct measurement of ant. power returned (not dated or notarized). Announced Oct. 3.

**KOB Albuquerque, N. M.**—On its own motion, Commission authorized KOB to continue operating on 770 kc, 50 kw-LS, 25 kw-N, until Commission issues a further order to effectuate U. S. Circuit Court of Appeals order of Sept. 27. At same time, Commission rescinded its action of Sept. 26 in granting KOB extension of special service authorization for such operation until expiration of regular license on 1030 kc, or until 30 days after issuance of final decision in KOB application for regular operation on 770 kc; dismissed said application. Commissioner Craven abstained from voting. Announced Oct. 2.

**WMAJ State College, Pa.**—Application seeking authority to determine operating power by direct measurement of ant. power returned (not signed by officer). Announced Oct. 3.

**WCMR McCamey, Tex.**—Application seeking transfer of control from Jack Hawkins, Barney Hubbs and Gene Hendryx to Jack Hawkins, Barney Hubbs and Kenneth Bond, returned (unnecessary; to be filed on 323). Announced Oct. 3.

### APPLICATIONS

**KCRE Crescent City, Calif.**—Seeks cp to change frequency from 1400 kc to 1240 kc. Filed Sept. 27.

**KSON San Diego, Calif.**—Seeks authority to determine operating power by direct measurement of ant. power. Filed Sept. 27.

**KHIL Fort Lupton, Colo.**—Seeks mod. of license to change station location from Fort Lupton to Brighton-Fort Lupton and establish second main studio in Brighton on S. Fourth St. Filed Oct. 3.

**WCKR Miami, Fla.**—Seeks cp to install new trans. and change studio location. Filed Oct. 3.

**WALT Tampa, Fla.**—Seeks cp to increase power from 1 kw to 10 kw; change type trans; install DA and change trans. location. Filed Oct. 3.

**WLOU Louisville, Ky.**—Seeks cp to increase power from 1 kw to 5 kw and install new trans. Filed Oct. 3.

**WNAT Natchez, Miss.**—Seeks authority to determine operating power by direct measurement of ant. power. Filed Sept. 27.

**WKBS Mineola, N. Y.**—Seeks mod. of license to change studio location from Corner Maple Pl. and Washington Ave., Mineola, to Roosevelt Field, Garden City, L. I., N. Y., and operate trans. by remote control. (Request waiver of paragraph 3.30a of Commission Rules.) Filed Oct. 3.

**WHAR Clarksburg, W. Va.**—Seeks authority to determine operating power by direct measurement of ant. power. Filed Sept. 27.

**KBYR Anchorage, Alaska**—Seeks authority to determine operating power by direct measurement of ant. power. Filed Sept. 27.

**KSEW Sitka, Alaska**—Seeks mod. of license to change hours of operation from specified to unl. Filed Oct. 3.

### APPLICATIONS AMENDED

**KCBQ San Diego, Calif.**—Application seeking cp to increase power from 1 kw N and 5 kw D to 5 kw N and 10 kw D, change from DA-N to DA-2, change ant.-trans. location from 4623 62d St., San Diego to Fanita Ranch and Mission Gorge Rd., El Cajon, Calif., make changes in ant. and ground system and install new trans., amended to make changes in DA system. Filed Oct. 3.

**KORD Pasco, Wash.**—Application seeking license to cover cp (which authorized new am) amended to change name of applicant to Walter N. Nelskog, H. B. Murphy, Wallace K. Reid and Harold C. Singleton d/b as Music Broadcasters. Filed Oct. 3.

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
*And Company*

1701 K Street N.W. • Washington 6, D. C. NA 8-3233
60 East 42nd Street • New York 17, N. Y. MU 7-4242
35 East Wacker Drive • Chicago 1, Illinois RA 6-3688

## Ownership Changes . . .

### ACTIONS BY FCC

**KWHN Fort Smith, Ark.**—Granted transfer of control from **Salome Nakdimen,** administratrix of estate of **Hiram S. Nakdimen,** deceased, to KWHN Bcstg. Co. for $75,000. Announced Sept. 27.

**KGIL San Fernando, Calif.**—Granted assignment of license to Pierce Brooks Bcstg. Corp. Corporate change only. Announced Sept. 28.

**WDCF Dade City, Fla.**—Granted assignment of license to E. P. Martin, Alpha B. Martin, John D. Goff and John A. Branch, d/b as Pasco Bcstg. Co. Elmo B. Kitts sells 25% interest to John A. Branch; consideration $4,000. Announced Sept. 28.

**WPRY Perry, Fla.**—Granted assignment of license to E. P. Martin, Alpha B. Martin, John D. Goff, and John A. Branch, d/b as Taylor County Bcstg. Co. Elmo B. Kitts sells 25% interest to John A. Branch; consideration $4,000. Announced Sept. 28.

**WMEN Tallahassee, Fla.**—Granted transfer of control of licensee corporation from **W. H. Martin, Annie Lou Martin** and **Mary Ellen Martin** to

*Continues on page 112*

# PROFESSIONAL CARDS

**JANSKY & BAILEY INC.**
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
*Member AFCCE*

**JAMES C. McNARY**
*Consulting Engineer*
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
*Member AFCCE*

*—Established 1926—*
**PAUL GODLEY CO.**
Upper Montclair, N. J. Pilgrim 6-3000
Laboratories, Great Notch, N. J.
*Member AFCCE*

**GEORGE C. DAVIS**
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
*Member AFCCE*

**Commercial Radio Equip. Co.**
*Everett L. Dillard, Gen. Mgr.*
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
*Member AFCCE*

**A. D. RING & ASSOCIATES**
*30 Years' Experience in Radio Engineering*
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
*Member AFCCE*

**GAUTNEY & JONES**
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
*Member AFCCE*

**Lohnes & Culver**
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
*Member AFCCE*

**Frank H. McIntosh & Assocs.**
CONSULTING RADIO ENGINEERS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
*Member AFCCE*

**RUSSELL P. MAY**
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
*Member AFCCE*

**WELDON & CARR**
Consulting
*Radio & Television*
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
*Member AFCCE*

**PAGE, CREUTZ, STEEL & WALDSCHMITT, INC.**
Communications Bldg.
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
303 White Henry Stuart Bldg.
Mutual 3280 Seattle 1, Washington
*Member AFCCE*

**KEAR & KENNEDY**
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
*Member AFCCE*

**A. EARL CULLUM, JR.**
CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
JUSTIN 6108
*Member AFCCE*

**GUY C. HUTCHESON**
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

**ROBERT M. SILLIMAN**
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
*Member AFCCE*

**LYNNE C. SMEBY**
CONSULTING ENGINEER AM-FM-TV
4806 MONTGOMERY LANE
WASHINGTON 14, D. C.
OLiver 2-8520

**GEO. P. ADAIR ENG. CO.**
*Consulting Engineers*
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1230 Executive 3-5851
*Member AFCCE*

**WALTER F. KEAN**
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago Suburb)

**WILLIAM E. BENNS, JR.**
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
*Member AFCCE*

**ROBERT L. HAMMETT**
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

**JOHN B. HEFFELFINGER**
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

**Vandivere, Cohen & Wearn**
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
*CONSULTING RADIO ENGINEERS*
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
*Member AFCCE*

**J. G. ROUNTREE, JR.**
5622 Dyer Street
EMerson 3266
Dallas 6, Texas

**VIR N. JAMES**
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
1316 S. Kearney Slator 6-1603
Denver 22, Colorado

**JOHN H. MULLANEY**
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
*Columbia 5-4666*

**RALPH J. BITZER, Consulting Engineer**
Suite 298, Arcade Bldg., St. Louis 1, Mo.
Garfield 1-4954
*"For Results in Broadcast Engineering"*
AM-FM-TV
Allocations • Applications
Petitions • Licensing Field Service

# SERVICE DIRECTORY

**A. E. TOWNE ASSOCS., INC.**
*TELEVISION and RADIO ENGINEERING CONSULTANTS*
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

**COMMERCIAL RADIO MONITORING COMPANY**
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

**CAPITOL RADIO ENGINEERING INSTITUTE**
*Accredited Technical Institute Curricula*
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

**SPOT YOUR FIRM'S NAME HERE,**
**To Be Seen by 77,440* Readers**
**—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.**
***1956 ARB Continuing Readership Study**

*Member AFCCE*

# CLASSIFIED ADVERTISEMENTS

*Payable in advance. Checks and money orders only.*

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted

*Salesmen*

**Salesman**—permanent position. Can do some announcing. Weekly salary, commission. Box 105C, B•T.

**Have opening** for one radio salesman who desires an opportunity in tv. Metropolitan vhf—NBC affiliate. Salary and commission. Write detailed application letter to Box 151C, B•T.

**Salesman-announcer.** Need man with adequate small market experience who can take responsibility, assist general manager. Top salary for the right man. KBUD, Athens, Texas.

**Excellent opportunity** in major market for hard-working, experienced salesman with merchandising ideas. Salary plus commission. Permanent position with expanding organization. Complete details to KSPO, Spokane, Washington.

**Salesman,** industrious and capable. Some announcing, optional. Airmail resume, photo. Colorado Network, Montrose, Colorado.

*Announcers*

**Wanted Glib DJ—with verve. Polished smooth-paced. Clever intros, rhyming, etc. Wanted by station in midwest. Box 639A, B•T.**

**Announcer** with first ticket. Give full particulars first letter with salary expectation. Northeast. Write Box 911A, B•T.

**Announcer-engineer.** Top-notch go-getter. Pleasant working condition. Convenient location. Box 923A, B•T.

**Two combo men** needed at once with first class licenses for Tennessee daytime stations. Must be sober, reliable, well recommended. Salary open. Give full particulars first letter, plus starting salary, would like tape, if possible. Box 946A, B•T.

**Combo—announcer,** 1st phone. Permanent position. Send resume, tape. Box 106A, B•T.

**Florida coast** station needs good pop DJ. Send short tape of show, commercials, news. Tape not returnable. Box 109C, B•T.

**Midwest independent** wants announcer age 25 to 40 who knows music thoroughly and has several years of solid commercial experience for staff announcing position with part-time duties as music librarian. State age, education, experience in detail. Personal interview required. Box 134C, B•T.

## RADIO

### Help Wanted—(Cont'd)

*Announcers*

**Illinois kilowatt** offers fine opportunity to experienced announcer who can handle varied assignments including news gathering and writing. Liberal bonus, sick leave, pension plan with well established independent in fast growing community. List age, training, experience, references. Personal interview necessary. Box 135C, B•T.

**Upper midwestern station,** large metropolitan market, seeks top-notch morning disc jockey. Minimum: 3 years experience. Send tape, photo, resume to Box 142C, B•T.

**Need several** experienced announcers. Minimum one year experience. Must have car. Excellent opportunity for advancement since company will expand soon. Send tape, recent photos along with resume. Box 144C, B•T.

**Major Mississippi** market needs top announcer-salesman. Salary plus commission. Most progressive station Mississippi. Contact Ross Charles, General Manager, WDDT, Radio Station, Greenville, Mississippi.

**Experienced announcer** for fast growing group owned station. WGEE, 5kw, Indianapolis. Attractive salary, employee benefits. Opportunity for advancement. Send photo, background and sample of news and commercial reading and DJ work to Tim Crow, Rollins Broadcasting, Inc., Wilmington, Delaware.

**Top news** and popular music station looking for an "air" salesman who knows how to follow orders and carry out station policy. Send tape and resume to H. L. Glascock, WKDA, Nashville, Tennessee.

**Combo man with** first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Missippi.

**Adult,** experienced announcer for kilowatt independent. DJ, ability and sincere, friendly style. Excellent facilities, fine fellow employees, outstanding ratings, strictly professional atmosphere. Please include full background, photo and tape. WMIX, Mt. Vernon, Illinois.

**Experienced announcer** with first phone. Emphasis announcing, minimum maintenance. New and only station city 15,000. $90 to $100 weekly to start. Send tape, picture, resume, Dick Holloway, WNIL, Niles, Michigan.

**Morning man** fast growing indie. $85 starting. Must be experienced. Send audition, resume, WPVL, Painesville, Ohio.

**Help wanted:** Operator with first phone. WSYB, Rutland, Vermont.

## RADIO

### Help Wanted—(Cont'd)

*Announcers*

**First phone** announcer. Airmail unrehearsed tape, photo, resume, Colorado Network, Montrose, Colorado.

*Technical*

**Regional station** with television in large midwest market requires experienced technician. Starting salary for 40 hours is $90.00. Box 861A, B•T.

**Minnesota station** needs first class engineer-announcer. Must be good announcer. Good salary. Box 116C, B•T.

**Chief engineer**-announcer. 250w, 100 from New York. Pay for ability. Box 124C, B•T.

**Texas station** needs good man for combination work. Interested in either combination engineer-salesman or engineer-announcer. Can make good offer to right person with excellent opportunities for engineer-salesman. Write or call Clint Formby, KPAN, Hereford, Texas.

**Engineer-announcer.** Chance to become chief. Planning television expansion. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

**Immediate opening** transmitter engineer. No announcing, no experience necessary. First class license. Employee benefits, attractive salary. Phone Olympia 4-8881, Tim Crow, WAMS, Wilmington, Delaware.

**First phone** operator. Immediate opening. Full particulars first letter. WASA, Havre de Grace, Maryland.

**Wanted,** two combo first class license. Fulltime, permanent job, good pay. Best working conditions. Contact H. C. Sanders, WBNL, Boonville, Indiana.

**Chief engineer** for 250 watt fulltime station in Richmond, Kentucky. Good pay, stable operation, college town. Excellent opportunity for comfortable, secure living. Contact O. C. Halyard, WEKY, Richmond, Kentucky.

**Chief engineer-announcer,** emphasis on engineering. Gates equipment. State qualifications and salary requirements. Good pay for good combo man. Call or write WLSD, W. H. Wren, Manager, Big Stone Gap, Virginia.

**WTOC,** 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

**Combo man,** 1st phone to act as chief engineer. Will handle Gates remote and Raytheon equipment. Excellent working conditions. Top pay. Daytime station. WTUX, Wilmington, Delaware.

**Wanted:** Experienced tower erector—work unlimited. Contact Mr. Auer, Tower Service Company, 3010 Delsa Drive, Salt Lake City, Utah.

*Programming-Production, Others*

**Need assistant** manager immediately. Promotion to manager probable within a year due to expansion. Desire young, married man with car. Must have several years board experience as well as sales. Must be willing to take board shift while training. Send tapes, resume and recent photograph. Box 145C, B•T.

**Program director** to do all phases of programming. Complete details and salary expected first letter. WASA, Havre de Grace, Maryland.

**Good local** news reporter with radio voice for excellent daytime operation in New England. Write or call WESO, Southbridge, Mass. Give full background and salary requirements.

**Ohio** radio and television stations are in need of qualified personnel. If you would like to work in Ohio, please contact C. S. Dargusch, Jr., Ohio Association of Radio and Television Broadcasters, 33 North High Street, Columbus 15, Ohio.

**Program director**—announcer: Wanted at once for central South Carolina independent. Good voice and experience necessary for top pay. Send tape to Joe Wilder, Box 33, Barnwell, S. C.


# YOUR KEY TO SUCCESS

**EXECUTIVE & STAFF LEVELS**
**CONFIDENTIAL CONTACT**
**NATIONWIDE SERVICE**

It's simple prudence to place your future in the hands of an organization exclusively dedicated to the broadcast industry.

This is a specialized professional service that taps wide resources, headed by a man of long experience in TV-Radio . . . Howard S. Frazier.

**WE ARE NOW SEEKING WELL QUALIFIED PLACEMENT CLIENTS OF GOOD CHARACTER FOR ALL EXECUTIVE & STAFF POSITIONS WITH RADIO AND TV STATIONS**

**BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.**

**333 Trans-Lux Bldg.** **724 Fourteenth St., N.W.** **Washington 5, D. C.**

## ADVERTISING AGENCY

### Help Wanted

**Agency opening**—four major western markets. Will pay 700 a month plus commissions. Looking for that "rare article" experienced in announcing for and servicing own accounts. Alexander-Bailey Advertising, 1641 American Avenue, Long Beach, California.

### Situations Wanted

*Managerial*

**Manager.** Want permanent opportunity. Young family man experienced all phases. References, earnings on request. Prefer western location. Box 807A, B•T.

**Sales manager/manager:** Experienced. Top personal sales record. Established industry ability to train, direct and build productive solid up-to-date know-how sales staff. Quality acceptance reputation; three stations since 1940. Two sold, owners took over. Now employed sales manager. Owner-management blocks increased earnings, advancement. Certified background outline, yours for requesting. Confidential. Box 844A, B•T.

**Manager:** Top reputation, references, documented. Sixteen years profitable operation, owned my own station eight years. Good local national sales record. Box 880A, B•T.

**Sales manager:** Now employed. Personally billed over $100,000 several years running. Not possible here. We both can do better. Box 881A, B•T.

**Manager**—7 years experience from ground up. Constructed and operated successful kilowatt 5 years. AB Degree, married, finest references. Willing to invest. Looking for permanent location with future. Age 30. Box 961A, B•T.

**General manager.** Must have heavy sales load. Executive calibre. Unusual background. Wisconsin, Michigan or Illinois only. Box 125C, B•T.

**Television program** manager available immediately. Eight years vhf experience. Box 127C, B•T.

**Manager-salesman** — thoroughly experienced — presently employed as same—family—interested only in small town market in eastern mountain areas—not a "hot shot"—consistent worker with profitable result. Prefer personal interview. Available October 20th. Box 137C, B•T.

*Announcers*

**Announcer-DJ. No great talent, just steady, dependable, mature air-salesman. Box 677A, B•T.**

**Announcer,** 4 years. All phases. Married. Veteran. Desires permanent location. Box 876A, B•T.

**Personality DJ,** strong commercials. Reliable, eager to please. Go anywhere. M. Stillman. Box 933A, B•T.

**Experienced DJ,** with proven success in major markets. Sell products instead of himself. Seeking better potential. Reply in confidence. Box 934A, B•T.

**Play-by-play** sportscaster—six years radio—Class B baseball, football and basketball, some tv experience: Wants rabid sports area. Also excellent newsman and staff. $90 minimum. East or midwest. Available for basketball. Box 112C, B•T.

**Announcer,** 4 years, fine voice, DJ, news, first phone, tape. Box 114C, B•T.

**Young, mature,** announcer, college background plus outstanding broadcasting school graduate. Strong on personality, news, DJ, and selling commercials. Deep, professional voice. Third license. Willing to locate anywhere. Immediately available. Box 115C, B•T.

**Fresh new** announcer seeking spot as newscaster/DJ. Reliable, personable, neat. Good voice. Box 119C, B•T.

**Announcer,** negro, real wailing disc jockey. Some experience. Tape available. Box 120C, B•T.

**Mr. Station Manager**—here's an announcer who has 1st phone. Single, 26, presently employed, wish to relocate, available immediately. Is, has and can handle commercials, news, DJ shows and other duties from remotes to routine maintenance. Welcome chance to handle time selling. Am in east—attention: Southwest, California, Florida, tape. Mr. Station Manager, call DI 5-2892 in N. Y. C., or write, Box 121C, B•T. Don't wait!

**Chief announcer** maximum vhf desires cooler climate, north or west. Air salesman, family, references, sober. Box 126C, B•T.

**Available immediately**—announcer combo man with 5 years experience. Desires permanent position with progressive station. Box 128C, B•T.

**Sports play-by-play,** pops DJ, News. Presently employed—seeking larger market. Box 131C, B•T.

## RADIO

### Situations Wanted—(Cont'd)

**Experienced announcer.** 25, vet, married. Tape, resume on request. Box 140C, B•T.

**Announcer-DJ,** single, 29. Short on experience but much potential. Affable, dependable and ambitious. Tape and resume. Box 141C, B•T.

**Announcer,** seven years experience, 31, married, family, experienced PD. Wish radio or tv. Call or write Eugene L. Books, Route 1, Hortonville, Wis., SPruce 9-6656.

**Ambitious** young man with 2nd class license who wants to work and progress. 2 years technical school and 2 years tv service. Ray Bour, 5636 N. Ashland, Chicago, Illinois.

**Farm director.** Also staff announcer. Excellent references. Ralph Elwick, Radcliffe, Iowa.

**Free lance tv** and radio announcer, New York only. 5 years experience with WLW and Crosley network. Experienced in all types of tv commercials. Excel in easy, warm, friendly style. Best references. Henry O'Neill, 134 W. 58th Street, Apt. 805, N. Y. C.

**Florida stations.** Johnny on the spot. Four year radio, eight months tv. live audition, tape. Phone Ormond Beach, Clinton 28523 or write Johnny Singer, c/o Stewart Harris, 457 North Beach Street, Ormond Beach, Florida.

*Technical*

**Chief engineer.** IRE member. 1st class licensee. Experienced administration, design, construction, maintenance and operation, AM-FM. Physical, nuclear research background. 35. Married. Family. Can invest. Box 914A, B•T.

**Tv engineering** prefer operation to maintenance. State salary and hours. 1st phone, inexperienced. Walter Piasecki, 2219 N. Parkside, Chicago.

**Recent technical** school graduate as tv cameraman and studio technician. Graduate of 2 radio and television schools. Richard Stametz, 815 East Jackson, Elkhart, Indiana.

**Dependable,** neat, non-drinking first phone technician experienced 5kw directional operation, maintenance, control room, recording, remotes. Also television transmitter installation and operation. Now employed defense electronics. Seek permanent return to broadcast employment, friendly town, good working conditions. Harold Street, Box 183, Bedford, Massachusetts.

*Programming-Production, Others*

**Newsman**—5 years experience as news director with air work. College graduate—presently employed. Desire work with eastern regional station. Box 111C, B•T.

**Skip it** unless you can exploit the best in news direction plus standout voice and personality. Box 133C, B•T.

**Newscasting** career wanted by young man with M.A. in political science, now editor for international tax publication. Employed also as newspaper reporter, production consultant for vocalists. College broadcasting experience. Can handle sports, deejay also. Box 136C, B•T.

**Experienced,** married man would like position as news editor. Local, state, national. Go anywhere. Write Box 152C, B•T.

**Newscaster**—news editor, 3 years experience 5000 watt station. DJ "special events." Also sell and service, will relocate. Lawrence Vitto, 7777 Hollywood Blvd., Hollywood, California.

## TELEVISION

### Help Wanted

*Managerial*

**Successful NBC** vhf tv station has opening immediately for aggressive national sales manager in rich market. Unlimited opportunities. Excellent salary. Send complete info first letter to Box 150C, B•T.

*Salesmen*

**Progressive southwestern** television station needs experienced, stable salesman. Good living conditions. No floaters. Give full details including minimum starting salary. Box 100C, B•T.

**Metropolitan vhf** in midwest—expanding regional sales staff. NBC affiliate, fulltime, full power. Salary plus commission. Write detailed info to Box 129C, B•T.

**New England** major market vhf station has immediate opening for aggressive, experienced television time salesman with ability to dig up direct sales. Excellent opportunity for hard worker. Send resume, sales record, photo to Box 132C, B•T.

**KCBD-TV** has opening for TV salesman. If you are presently selling for a Texas or Oklahoma station and have experience, energy and integrity, you may be our man. Contact George Tarter, KCBD-TV, Lubbock, Texas.

**We have an** opening in television sales for an experienced advertising-minded and trained man. Local advertisers need counseling and guidance on ways and methods of using tv. Station provides a complete advertising service, which includes writers, artist and photography. Send complete details with photo. Salary and commission arrangement. Good opportunity. WTHI-TV, Terre Haute, Indiana.

**Have opening** for aggressive salesman in excellent two station market. NBC affiliation. Salary and commission. Radio sales background a must. Contract Sales Manager, WTVO, Rockford, Illinois.

*Announcers*

**Progressive Michigan station** expanding staff. Has opening for trained TV announcer-copywriter in immediate future. Employee benefits, ideal working conditions, excellent location. Personal interview absolutely essential. Send full information, no tapes to Box 910A, B•T.

**Announcer for** midwestern vhf to do children's show and staff work. Excellent opportunity for right man to work into responsible position with growing organization. Rush full details to Box 113C, B•T.

*Programming-Production, Others*

**Girl Friday** for on-air and production work at midwestern vhf. Appear regularly on air plus behind scenes Program Department work. Send full details to Box 966A, B•T.

**Promotion man**—tops in preparing sales brochures and making direct contacts with brokers and jobbers. Mature, industrious and amibitious. Previous experience a must. Write Box 148C, B•T.

### Situations Wanted

*Announcers*

**Top rated deejay.** Major market. Desire television opportunity. Box 129C, B•T.


# TO HIGHEST BIDDER

Two excellent radio facilities for sale by owner-founder: 5kw fulltime regional old established Midwest major market. On 1kw fulltime Florida Gold Coast. All bids are subject to owners acceptance and not binding in any form. Information only to financially qualified parties of unquestioned qualifications. All inquiries treated confidentially. No brokers please.

**Box 147C, B•T**

## TELEVISION

### Situations Wanted—(Cont'd)

**Am 28.** Married two children. Am junior executive in tv and radio. Do 5 tv shows weekly plus radio daily. Sell own shows. 9 years experience. Desire salary, talent or commissions. Start $200.00 per week. Sketch book tape available. Desire large, competitive market with chance to advance in organization. Box 143C, B•T.

*Technical*

**TV studio** technician, currently working, 3½ years experience, all phases studio operations. Second phone. Norm Weissman, 2038 Richfield Drive, Dayton, Ohio.

*Programming-Production, Others*

**Young woman** experienced on-camera and production; also experienced secretary. Box 117C, B•T.

**Tv production staff** job or related tv station assignment, by versatile young man with film production and ad agency experience. Competent writer . . . college degree in speech and drama and practical training in all phases of tv production Box 122C, B•T.

**Producer-director**-switcher: Experienced, creative, capable References. Married, vet, 26. Box 149C, B•T.

**Hunting for** an experienced tv news and sportscaster? Well, call off the dogs and contact: Don Meighan, 1409 W. Medary, Austin, Minnesota.

## FOR SALE

### Stations

**Diversified** and growing secondary market daytime station in Texas. Above average physical plant. Good history of earnings and excellent potential. Reasonable. Box 104C, B•T.

**Station in** southwest, service area 25,000. $140,000 cash, yearly gross $88,000. Single station market, no tv. Box 108C, B•T.

**Metropolitan vhf** television. Only tv station primary service 140,000 people. No other tv station within 90 miles. Year-round southwestern vacationland. Details to qualified principals only. No information by telephone. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

## FOR SALE

### Stations

**Broadcast.** Single station market. Beautiful college city. Market well over 10,000. Ideal southwestern location. Exclusive listing only. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

**The Norman Company,** 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

**Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.**

*Equipment*

**Western Electric** 10 kw transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

**Microwave system**—RCA 0.1 watt complete, handles color and audio, good condition. Write 118C, B•T.

**Priced for quick sale.** General Electric 250watt fm transmitter, 2 crystals, tubes with some spares, frequency modulator, monitor, 2 bay antenna, 500 feet coax. Immediate delivery anywhere in United States. Total package price, $2,495.00 cash. Box 138C, B•T.

**500 watt Western Electric** am transmitter 5C. One new 320 B Amperex. In service 2 Federal 320B. Many spare tubes. Taken out of service in June. Converted from rotary. Finals water cooled. Complete DC equipment, motors, spares. Spare high voltage transformer. Operated on 1320 and 600kc. Entire package, one thousand. 250 watt Raytheon transmitter. Many spares. 1320 and 600kc crystals. Make offer. Charles Saunders, KCLS, Flagstaff, Arizona.

**General Radio** model 1170-A fm monitor 95.3, used 2 years. Make offer. WAUX, Waukesha, Wis.

**For sale:** Raytheon #291-A-BBA HV plate transformer 2750V @ 1.25A, primary 210-220-230V. Never used since rewound. $225. F.O.B., WRCS, Ahoskie, N. C.

**Keep working** capital free. Lease needed studio, transmitter, office fixtures, aircraft, '57 autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

## WANTED TO BUY

### Stations

**Want to buy** radio station on eastern seaboard. Minimum annual billing $150,000. Answer confidential. Box 885A, B•T.

**Chief engineer**—can invest. Read other ad: Radio, Situations Wanted, Technical. Box 936A, B•T.

**One or two** small stations, southwest, with good potential. Information strictly confidential. Box 107C, B•T.

*Equipment*

**Wanted:** Good conditioned used consolette or console. Will pay cash. Send details and price to Box 110C, B•T.

**Wanted:** To buy radio station in rural community, preferably in middle west. Would be programmed for farm audience. Box 101C, B•T.

**Wanted 7D 21** tubes, new used two (2) channel console, KCFM, 532 DeBaliviere Blvd. (12), St. Louis, Missouri.

**Wanted:** Used 3 or 6-bay antenna for Channel 3, 5 to 50 kw; used 6 or more bay antenna for Channel 12, 5 to 50 kw. Hector Balcazar, Apartado 1762, Mexico, D. F.

**Wanted:** Used type 44BX and 77D microphones. 3½" 90 degree bends. 7C26 tubes. WFMS, Indianapolis, Indiana.

**Wanted:** Any equipment for 1 kw station, with remote operation. Pastor Schaeffer, Delevan, N. Y. Machias 8778.

## INSTRUCTION

**FCC first phone** in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk W-B, 821 19th Street, N. W., Washington 6, D. C.

**FCC first phone** license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.


# RADIO-TELEVISION

## HELP WANTED

**2 Radio Personality–Announcers . . . $150 per week up**
**Several Radio-TV Techs . . . . . Salaries Open**
**TV Operations Supervisor . . . . . $137.50 week**
**Radio-TV Salesmen . . . . . Top Salaries Plus Comm.**
**Several Announcers Need . . . . . Excellent Salaries**
**Plus Other Radio-TV Jobs**

## JOBS WANTED

**Experienced TV Production People . . . Varied Backgrounds**
**Several Outstanding Sports Men . . . Years of Experience**
**Local News Man . . . . . 6 yrs. experience**
**Program Director . . . . . Available immediately**
**Announcers, Combo, D.J. . . . . Several Available**
**Plus sales and copy people**

**Personnel and job requests have been pouring in from ALL sections of the country. List NOW with National for the job OR person you've been looking for! Write, wire or phone M. E. Stone, Manager, today for complete information. NATIONAL HAS THE PEOPLE AND THE JOBS.**

**National Radio & Television Employment Service**

5th FLOOR • 1627 "K" STREET, N. W. • WASHINGTON, D. C. • TELEPHONE RE 7-0343

## RADIO

### Help Wanted

*Salesmen*

**AM and TV Broadcast Sales**

**Major manufacturer of AM and TV Broadcast equipment offers unusual field sales opportunity.**

**Excellent starting salary—outstanding Company paid benefit program—Retirement Plan—Expenses paid including relocation.**

**Background should include:**

1. ***EE degree or equivalent technical experience.***
2. ***AM or TV broadcast equipment experience:***
   - ***— 2 years sales or,***
   - ***— 3 years studio engineering or,***
   - ***— 3 years design or product development.***

**Resume including complete educational, business, and military background will be treated in strictest confidence.**

**Reply to Box 928A, B•T**

**REPRESENTATIVES WANTED**

**XEFD** Greater Coverage Bigger Sales Greater Audience

**Largest Mexican Border Station with 5,000 Watts in an Area with a Farm Income of over TEN MILLION DOLLARS, $813,246.00. Retail sales and 861,787 Inhabitants.**

**WESLACO, TEXAS P. O. BOX 421**
**BUSINESS OFFICES — RIO BRAVO, MEXICO.**

*Announcers*

**ANNOUNCER**

Staff announcer who will also do football and basketball play-by-play on 2 man sports staff for NBC Radio-Television station in deep South. Great opportunity. Send letter, tape and photo and we'll telephone you for interview. Box 139C, B•T

**WANTED:**

**Disc Jockeys for McLendon Radio Stations—KLIF, Dallas, Texas; KELP, El Paso, Texas; KTSA, San Antonio, Texas. Send tape and all information to Radio Station KLIF, 2104 Jackson Street, Dallas, Texas.**

## RADIO

### Help Wanted—(Cont'd)

*Technical*

**ENGINEER-ANNOUNCER**

**for Sitka, Alaska, church-owned KSEW, operated commercially on the campus of Sheldon Jackson Junior College. Must have first class license. Also Program Director wanted with educational radio background.**

**Unusual career opportunity for experienced broadcaster dedicated to Christian service. Write John Groller, Presbyterian Board of National Missions, 156 Fifth Ave., New York, N. Y.**

**ENGINEER**

Southeast 250 watt station with Rust remote control needs competent first class engineer with announcing experience. 10 hours maintenance, 30 hours air time weekly. Send qualifications and references first letter. Write Manager, WFRP, P. O. Box 336, Savannah, Georgia.

### Situations Wanted

*Managerial*

**ASSISTANT MANAGER**

Available as liaison or to handle programming. Administrative, executive ability. 17 years AM experience: announcer to manager. Emphasis: news and special events. Authoritative air work. Hymn soloist with own Hammond. Family man. Church worker. Interested *only* in friendly, cooperative, progressive station with men who *know* and *practice* good radio, and will permit advancement. Full personal data to sincerely interested executive. Seeking new opportunity on permanent basis. All replies acknowledge with thanks!
Box 102C, B•T

**Available immediately—Administrative Assistant qualified for executive position. A.B. and LL.B. degress. Age forty-one. Willing to relocate. More than thirteen years with major Midwestern newspaper, publisher, radio and TV operator. Accounting, personnel, insurance, budgeting and office management background. Inquires invited. Write**
**Box 103C, B•T**

*Announcer*

Radio-Television combination, fulltime one, parttime other. Total at least $125 weekly. Now employed, 12 years radio, 1½ TV. Net and indie announcing, news, PD, or what have you? Sober, family, first phone. Southwest, northwest, far west. Tape, resume, suitcase packed, you name the date. Box 123C, B•T

## RADIO

### Situations Wanted—(Cont'd)

*Announcers*

**DEEJAY**

**Highly paid talking mynah bird and top-rated DJ/on-air salesman—9 years experience . . . . wants to move. Now with one of the country's top 50. Need Number 1 music and news outlet in big city.**

**Box 146C, B•T**

## TELEVISION

### Help Wanted

*Salesmen*

**UNUSUAL**

Opportunity for capable, dependable and enthusiastic account man with leading VHF station in capitol city. Definitely a working job with a fast growing organization owning three vhf stations and five am stations. Call or write

*Capitol Broadcasting Co.*
*Jackson, Mississippi*

### FOR SALE

*Stations*

**WBLN-TV CHANNEL 15**
**BLOOMINGTON, ILL.**

**$125,000. Can be handled for $25,000, cash. Balance payable over 4 year period. Station in black. Owner will consider partnership with reliable individual. Call Worth S. Rough, 4-3031.**

*Equipment*

**425 FOOT GUYED**
**STAINLESS TOWER**

Complete with guys and lighting. Perfect condition. Now in use supporting three bay channel 4 TV antenna and side mounted eight bay FM antenna. Easily converted to insulated tower for radio use. Available approximately October 1st. Contact E. B. Vordermark, WMBR-TV, Jacksonville, Fla.

*Continued from page 106*

**B. F. J. Timm** for $13,000. Mr. Timm owns 50% of **WOOO De Land, Fla.** Action Sept. 27.

**WEBK, Tampa, Fla.**—Granted assignment of license to E. P. Martin, Alpha B. Martin, John D. Goff and John A. Branch, d/b as Hillsboro Bcstg. Co. Elmo B. Kitts sells 25% interest to John A. Branch; consideration $8,000. Announced Sept. 28.

**WIOK Tampa, Fla.**—Granted assignment of license to Rounsaville of Charlotte Inc. for $150,000 in cash and notes. Principal is multiple station owner **Robert W. Rounsaville.** Rounsaville interests include **WQXI-WATL-TV Atlanta, Ga.; WCIN-WQXN-TV Cincinnati, Ohio; WOBS Jacksonville, Fla.; WMBM Miami Beach, Fla.; WLOU-WQXL-TV Louisville, Ky.,** and **WSOK-WHYC-FM Nashville, Tenn.** (See separate item.) Announced Sept. 27.

**WLAQ Rome, Ga.**—Granted assignment of license to Don Mitchell's WLAQ of Rome for $50,000. Mr. Mitchell is former employe of **WQOK Greenville, S. C.; WOIC Columbia, S. C.,** and **WQXI Atlanta, Ga.** Announced Sept. 27.

**WBIW Bedford, Ind.**—Granted assignment of license to Bedford Bcstg. Co. for $76,125. Principals are equal partners **Joseph H. McGillvra** and his wife **Agnes I. McGillvra,** who have application pending for new am at Kingston, N. Y. Announced Sept. 27.

**WBAT Marion, Ind.**—Granted transfer of control of licensee corporation from John L. Ramp to Central Bcstg. Corp., through sale of 100% interest for $140,000. Central Bcstg. is licensee of **WKBV Richmond, Ind.** Announced Sept. 27.

**WARE Ware, Mass.**—Granted assignment of license and cp to Central Massachusetts Bcstg. Corp. for $105,000. Principals are **Bertram Roberts** (45%), dentist; **Sherwood J. Tarlow** (40%), banker; **Allan W. Roberts** (10%), former employe at numerous am stations, and **Joseph Kruger** (5%), sales manager at **WHIL Medford, Mass.** Announced Sept. 27.

**WLEU Erie, Pa.**—Granted assignment of license to Joseph P. Wardlaw Jr. for $85,000. Mr. Wardlaw is former salesman for I. B. M. Corp. Announced Sept. 27.

**WSOK-WHCY-FM Nashville, Tenn.** — Granted transfer of control and assignment of license to Rounsaville of Nashville Inc. for about $400,000. Principal is multiple station owner **Robert W. Rounsaville.** (For Rounsaville interests see separate item on his purchase of **WIOK Tampa, Fla.**) Announced Sept. 27.

**WJMA Orange, Va.**—Granted transfer of control of licensee corporation to Woodbury S. Ober through purchase of 175 shares each of common and preferred stock from 26 stockholders for $18,375. Mr. Ober will own 65% of station after FCC approval. Announced Sept. 27.

## APPLICATIONS

**WLWJ Jackson, Ohio**—Seeks assignment of license from WLWJ Inc. to Radio Jackson Inc. for $40,000. **J. E. Willis,** former vice president-general manager, **WLAP-AM-FM Lexington, Ky.,** is 98% owner of Radio Jackson Inc. Filed Oct. 3.

**WRAK-AM-FM-TV Williamsport, Pa.**—Seeks assignment of license from WRAK Inc. to WGAL Inc. (J. Hale and John F. Steinman) for $125,000. Steinman family owns **WGAL-AM-FM-TV Lancaster, WEST-AM-FM Easton, WLEV-TV Bethlehem, WORK York, WKBO Harrisburg** and **WRAW Reading,** all Pa., and **WDEL-AM-FM Wilmington, Del.** Filed Oct. 3.

**KBKI Alice, Tex.**—Seeks transfer of control from Buford Nicholson, Givens A. Parr and George Prowse to Jules J. Paglin and Stanley W. Ray Jr. for $75,000. Messrs. Paglin and Ray own **WBOK New Orleans; WXOK Baton Rouge** and **KOAK Lake Charles, all La.; KYOK Houston, Tex.,** and **WLOK Memphis, Tenn.** Filed Oct. 3.

**KRIS Corpus Christi, Tex.**—Seeks assignment of license from Gulf Coast Bcstg. Co. to South Texas Bcstg. Co. for $255,000. South Texas principals own **KTHT Houston, Tex.,** and include Roy Hofheinz, former (1953-55) mayor of Houston, who owns 25% of **KTHT** and 16% of **KTRK-TV** there. Filed Oct. 3.

**KOVO Provo, Utah**—Seeks assignment of license from KOVO Bcstg. Co. to KOVO Inc. for $63,000. KOVO Inc. principal is Ashley L. Robison, 50% owner of **KCCC-TV Sacramento, Calif.** (Application is pending with FCC for sale of KCCC-TV to Lincoln Dellar [KXOA-AM-FM Sacramento]). Filed Oct. 3.

**KFXM San Bernardino, Calif.**—Seeks assignment of license from Lee Bros. Bcstg. Corp. to KFXM Bcstg. Co. for $244,150. Principals of KFXM Bcstg. are **H. Phillip Dexheimer,** 22.2% (account executive, **KBIG Santa Catalina, Calif.**); **L. Benton Paschall,** 22.2% (general manager-33.3% owner, **KAFY Bakersfield, Calif.**); **Howard L. Tullis,** 33.4% (33.3%, KAFY; owner, The Tullis Co., Hollywood advertising agency), **John P. Hearne,** 22.2% (attorney, 20.9%, **KVEN Ventura, Calif.**; 33.3% KAFY). Filed Sept. 24.

**KBMO Benson, Minn.**—Seeks assignment of cp from **Albert S. Tedesco** to **Arline Hodgins Steinbach** for $2,250, said to represent all but $8 of Mr. Tedesco's expenses in prosecuting application for cp. Mrs. Steinbach is former owner-general manager, **KLVC Leadville, Colo.** Filed Sept. 26.

**WCPC Houston, Miss.**—Seeks assignment of license to **Robin H. Mathis, Ralph C. Mathis, Rad W. Mathis** and **John B. Skelton Jr.** d/b as WCPC Bcstg. Co. through sale by James H. Atkinson of 25% interest for $4,500. Messrs. Mathis will each hold 33.25% and Mr. Skelton 6.4%. Latter is applicant for new am at Magee, Miss. Filed Sept. 24.

**KGHM Brookfield, Mo.**—Seeks assignment of license to **Ira J. Williams** tr/as Green Hills Bcstg. Co. for $12,000 and $1,594 out-of-pocket costs. Mr. Williams, owner of 33.3%, will be sole owner through purchase of 33.3% each from **William R. Tedrick** and **Leslie P. Ware.** Filed Sept. 24.

**KFQD Anchorage, Alaska**—Seeks assignment of license from William J. Wagner to Anchorage Bcstrs. Inc. for $80,000. Anchorage principals include Frank M. Reed, president-13.33%; Claude M. Bentz, vice president-13.33%; Ernest Spink, treasurer-17.78%; James D. Burke, 13.33%; John S. Hellenthal, 13.33%; Ken A. Sheppard, 13.33%; William E. Duck, 11.11% and Edward R. Mack, 4.44%. Messrs. Duck and Mack are **KFQD** employes; Mr. Spink is former manager of station. Filed Sept. 25.

## Hearing Cases . . .

### OTHER ACTIONS

**Daytona Beach, Fla.**—By order of Sept. 28 Commission, on its own motion pending study of matters raised in pleadings and briefs, changed from Oct. 1 to Nov. 1 date for return of control of **WMFJ Daytona Beach, Fla.,** from WMFJ Inc., to W. Wright Esch in compliance with Commission's memorandum opinion and order of Aug. 29 in staying June 29 assignment of license pending hearing on protest by Theodore Granik and William H. Cook. Announced Sept. 28.

**Marinette, Wis.**—By order Commission designated for oral argument on Oct. 8 application for transfer of control of M & M Bcstg. Co. (**WMAM-WMBV-TV Marinette, Wis.**) from William E. Walker, et al., to Guild Film Co., on question whether, if facts alleged in protest by **WFRV-TV Green Bay,** were proven, grounds have been presented for setting aside July 18 grant of said application. Commissioner Bartley abstained from voting. Announced Sept. 28.

## Routine Roundup . . .

### October 3 Applications

**ACCEPTED FOR FILING**

**Modification of Cp**

**KTRB-TV Modesto, Calif.**—Seeks mod. of cp to extend completion date to 4-16-57.

**WPTR-TV Albany, N. Y.**—Seeks mod. of cp which authorized new tv to extend completion date to 4-1-57.

**WQCY Allentown, Pa.**—Seeks mod .of cp to extend completion date to 4-16-57.

**WSLA Selma, Ala.**—Seeks mod. of cp to extend completion date to 4-24-57.

**KTLA Los Angeles, Calif.**—Seeks mod. of cp to extend completion date to 3-1-57.

**WSAV-TV Savannah, Ga.**—Seeks mod. of cp to extend completion date to 4-20-57.

**KNOX-TV Grand Forks, N. D.**—Seeks mod. of cp to extend completion date to 5-1-57.

**WGAL-TV Lancaster, Pa.**—Seeks mod. of cp to extend completion date to 4-20-57.

**Non-Commercial Educational Fm Renewal of License**

**KEPH Ephraim, Utah.**

**License to Cover Cp**

**KHOL-TV Kearney, Nebr.**—Seeks license to cover cp.

**WHBF-FM Rock Island, Ill.**—Seeks license to cover cp which authorized changes in licensed station.

**RENEWAL OF LICENSE FILED**

**KAVR Apple Valley, KDAC Fort Bragg, KARM Fresno, KNX Los Angeles, KWIP Merced, KOCS Ontario, KXOA Sacramento, KRAK Stockton, KCOK Tulare, KSYC Yreka, all Calif.; KWNA Winnemucca, Nev.; KGOS Torrington, Wyo.; KXOC Chico, KRDU Dinuba, KIEM Eureka,**


## FOR SALE

*Equipment*

**RADIOMIKE**

**No Wires . . . . . No Plugs**

You saw it at the convention—now you can use it. Feeds any console—no wires cluttering up the studio. Frequency response 100-20,000 cycles plus or minus 2 dbm noise is minus 60 dbm—complete with tubes. Has a range of over 5000 feet. Can be used by remotes on local location. No need for telephone lines. Complete, ready to go. Guaranteed. 2½x5½x13 inches.

**$75.00**

WESTRON ELECTRONIC PRODUCTS
MADISON, WISCONSIN

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

## EMPLOYMENT SERVICES

**THINK (or Thwim)**

But don't flounder! Get that better job in Radio-TV, advertising, public relations, promotion and related creative fields from Barney!

Barnard Employment
(Coast-to-Coast)
202 S. State Street
Suite 1116
Chicago, Illinois

## INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

*R. C. CRISLER & COMPANY, INC.*

R. C. CRISLER — PAUL E. WAGNER

BUSINESS BROKERS SPECIALIZING IN
RADIO AND TELEVISION STATIONS

Fifth-Third Bank Bldg.,
Cincinnati 2, Ohio
Dunbar 1-7775

41 E. 42nd St.,
New York, N. Y.
Mur. Hill 7-8437

**KLAC Los Angeles, KWKW Pasadena, KDAY Santa Monica, KHUB Watsonville, all Calif.**

**RENEWAL OF LICENSE RETURNED**

**KCOY Santa Maria, Calif. (wrong name).**
**KRFM (FM) Fresno, Calif. (improperly dated).**

## October 2 Decisions

**BROADCAST ACTIONS**

**By the Broadcast Bureau**

**Actions of September 28**

**WHDF Houghton, Mich.**—Granted authority to operate transmitter by remote control.

**Actions of September 27**

**WANB Waynesburg, Pa.**—Granted license for am station.

**WFLR Dundee, New York**—Granted license for am station.

**KRAI Craig, Colo.**—Granted license covering installation of old main transmitter as auxiliary transmitter at present main transmitter site.

**WENE Endicott, N. Y.**—Granted license covering change mode of operation to DA-N, using No. 3 tower for nondirectional D operation, and operate transmitter by remote control while using non-DA.

**WKLC St. Albans, W. Va.**—Granted license to use old main transmitter as auxiliary transmitter.

**WIRE Indianapolis, Ind.**—Granted cp to install new transmitter.

**WTVW (TV) Evansville, Ind.**—Granted mod. of cp to change transmitter location.

**WKLM Wilmington, N. C.**—Granted mod. of cp to change ant.-trans. and studio location.

**WDMF Buford, Ga.**—Granted mod. of cp to change studio location (same as trans.) and delete remote control operation.

**KCMR McCamey, Tex.**—Granted permission to sign off at 7:30 p.m. for period of 90 days, except on occasions when local football games or local programming of great public interest may be broadcast.

**Actions of September 25**

**KBRC Mount Vernon, Wash.**—Granted license covering increase in nighttime power and make changes in DA pattern; condition.

**KRCC Colorado Springs, Colo.**—Granted license covering changes in licensed station.

**WFMT (FM) Chicago, Ill.**—Granted license covering changes in licensed fm station.

**KSTP St. Paul, Minn.**—Granted extension of completion date to 1-21-57; condition.

**WCOG Greensboro, N. C.**—Granted extension of completion date to 11-21; condition.

**Actions of September 24**

**WKY Television System Inc.**—Granted assignment of licenses and cps of following stations from WKY Radiophone Co., to WKY Television System Inc.: **WKY, WKY-TV Oklahoma City, Okla.; WSFA, WSFA-TV Montgomery, Ala.; WTVT (TV) Tampa, Fla.**

**KMPC Los Angeles, Calif., KSFO San Francisco**—Granted mod. of license to change name to Golden West Broadcasters.

## October 1 Decisions

**ACTIONS ON MOTIONS**

**By the Commission**

**Amendment of Sec. 15.68(a)**—On request by Task Force #5 of Radio-Electronics-Tv Manufacturers Assn. extended from Oct. 1 to Dec. 31 time within which fm broadcast receivers must comply with requirements of Part 15 of Commission's rules governing Incidential & Restricted Radiation Devices, and amended Sec. 15.68(a) accordingly. Action Sept. 28.

**By Chief Hearing Examiner James D. Cunningham**

**Warren L. Moxley, Blytheville, Ark., Jones T. Sudbury, Martin, Tenn.**—On request of applicant, dismissed application of Warren L. Moxley for new am in Blytheville, Ark., and returned to processing line application of Jones T. Sudbury for new am in Martin, Tenn. Action Sept. 27.

**By Hearing Examiner Herbert Sharfman**

**Grand Prairie Bcstg. Co., Grand Prairie, Tex., Radio Center Inc., Arlington, Tex.**—Scheduled further hearing on Oct. 5 on am applications of Grand Prairie Bcstg. Co., and Bernice Schwartz and R. M. Hetherington, d/b as Grand Prairie Bcstg. Co., both Grand Prairie, Tex., and Radio Center Inc., Arlington, Tex. Action Sept. 27.

**Mt. Kisco, N. Y.**—Issued statement and order after prehearing conference on am application of Radio Mount Kisco Inc., Mt. Kisco, N. Y., setting dates of Oct. 16 to furnish proposed written case by applicant and by WJLK, and Oct. 26 to start evidentiary hearing. Action Sept. 27.

## September 28 Decisions

**ACTIONS ON MOTIONS**

**By Commissioner T. A. M. Craven**

**WGSM Deer Park L. I. N. Y.**—Granted joint petition of WGSM and **James M. Tisdale**, party respondent, to dismiss their petitions to enlarge issues in am proceeding involving WGSM and Winslow Turner Porter. Bath, Me. Action Sept. 25.

**KTBB Tyler, Tex.**—Granted motion of KTBB to dismiss its petition for reconsideration and grant without hearing of its am application; hearing has been commenced. Action Sept. 25.

**By Chief Hearing Examiner James D. Cunningham**

**WNKY Neon, Ky.**—Granted motion of WTCW Whitesburg, Ky., to dismiss its protest, and dismissed hearing proceedings on application of WNKY. Action Sept. 26.

**Victoria, Tex.**—Scheduled hearing on Nov. 13 re application of Victoria Television Co. and Alkek Television Co. for new tv station to operate on ch. 19 in Victoria. Action Sept. 26.

**By Hearing Examiner Annie Neal Huntting**

**Parma-Onondaga, Mich.**—Granted petition of Booth Radio & Television Stations Inc. to reopen record in Parma-Onondaga ch. 10 proceeding only to extent that evidence may be taken covering (1) acquisition by principals in Jackson Bcstg. & Television Corp., subsequent to closing of record, of large interest in Detroit Tigers baseball club, and (2) effects of this acquisition on integration of ownership and management proposed by Jackson; ordered hearing conference on Oct. 3. Action Sept. 25.

**By Hearing Examiner Hugh B. Hutchison**

**Mayaguez, P. R.**—Granted petition of Dept. of Education of Puerto Rico and accepted amendments to its application in Mayaguez, ch. 3 proceedings, so as to increase estimated cost of operation of its proposed station for first year and make changes in its proposed staff. Action Sept. 24.

**By Hearing Examiner H. Gifford Irion**

**Fitzgerald, Ga.**—Continued prehearing conference from Oct. 4 to Oct. 15 and continued indefinitely hearing date in proceeding on am applications of South Georgia Bcstg. Co. and WBHB, both Fitzgerald. Action Sept. 25.

## September 27 Applications

**ACCEPTED FOR FILING**

**License to Cover Cp**

**KPOK Scottsdale, Ariz.**—Seeks license to cover cp which authorized new am.

**KRDG Redding, Calif.**—Seeks license to cover cp which authorized new am.

**FFMB San Diego, Calif.**—Seeks license to cover cp which authorized change from DA-1 to DA-N.

**WLIS Old Saybrook, Conn.**—Seeks license to cover cp which authorized new am.

**WARK Hagerstown, Md.**—Seeks license to cover cp which authorized installation of new ant. and to increase height.

**WMMH Marshall, N. C.**—Seeks license to cover cp which authorized new am and specify studio location as Skyway Dr.

**WBRG Lynchburg, Va.**—Seeks license to cover cp which authorized new am.

**WBLU Salem, Va.**—Seeks license to cover cp which authorized new am.

**RENEWAL OF LICENSE**

**KFOX Long Beach, Calif.; KMPC Los Angeles, Calif.; KSFO San Franciso, Calif.; KVBC Farmington, N. M.; KBUH Brigham City, Utah.**

**KABC-FM Los Angeles, Calif.; KTRB-FM Modesto, Calif.; KFWB-FM Mt. Wilson, Calif.; KGO-FM San Francisco, Calif.; KDFC (FM) Sausalito, Calif.; KNBC-FM San Francisco, Calif., KPIX (TV) San Francisco, Calif.**

**RENEWAL OF LICENSE RETURNED**

**KTUR Turlock, Calif.** (signed by manager); **KSRO Santa Rosa, Calif.** (signatures).

**RENEWAL OF SCA**

**KDFC (FM) Sausalito, Calif.**

## UPCOMING

**OCTOBER**

Oct. 7-10: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.

Oct. 8-9: Clear channel broadcasting service program directors meeting, Chicago.

Oct. 8-12: SMPTE semi-annual convention, Los Angeles.

Oct. 10-11: Kentucky Broadcasters Assn., annual meeting, Hotel Kenlake, Kentucky Lake.

Oct. 12: North Dakota Broadcasters Assn., fifth annual meeting, Clarence Parker Hotel, Minot.

Oct. 12-13: Alabama Broadcasters Assn., annual meeting, University of Alabama, Tuscaloosa.

Oct. 12-14: Intercity Conference of Women's Advertising Clubs, Minneapolis.

Oct. 12-14: Advertising Federation of America, 3d district, Charlotte, N. C.

Oct. 15-17: Radio-Electronics-Tv Mfrs. Assn., fall radio meeting, Hotel Syracuse, Syracuse, N. Y.

Oct. 16-18: National Assn. of Educational Broadcasters, annual convention, Biltmore Hotel, Atlanta, Ga.

Oct. 17: Indiana Broadcasters Assn., Sheraton-Lincoln Hotel, Indianapolis.

Oct. 18-20: Gamma Alpha Chi, National Women's Professional Advertising Fraternity, biennial national convention, U. of Illinois, Urbana, Ill.

Oct. 19-20: AAAA East Central Regional Meeting, Aurora Inn, Aurora, Ohio.

Oct. 21-23: Central Canada Broadcasters Assn., 6th annual meeting, Royal Connaught Hotel, Hamilton, Ont.

Oct. 22-23: Boston Conference on Distribution, Hotel Statler, Boston.

Oct. 22-24: Assn. of National Advertisers, annual meeting, Drake Hotel, Chicago.

Oct. 26: Canadian Bcstg. Corp. Board of Governors, Rm. 262, The Senate, Ottawa, Ont., meeting to hear station applications.

Oct. 29-30: Second annual RAB Natl. Radio Advertising Conference, Waldorf-Astoria Hotel, New York.

**NOVEMBER**

Nov. 1-2: North Carolina Assn. of Broadcasters, fall convention, Sedgefield Inn, Greensboro.

Nov. 6: New Jersey Broadcasters Assn., annual meeting, Hotel Hildebrecht, Trenton.

Nov. 9: Calif. State Radio-Tv Broadcasters' Assn., annual convention, Hotel Clift, San Francisco.

Nov. 11-12: Texas Assn. of Broadcasters, annual meeting, Hotel Caprock, Lubbock.

Nov. 15-17: Radio-Tv News Directors' Assn., annual convention, Milwaukee.

Nov. 16: Arizona Broadcasters Assn., annual meeting, Tucson.

Nov. 16-17: Oregon State Broadcasters Assn., Salem.

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

Nov. 29: Advertising Research Foundation, 2d annual conference, Hotel Ambassador, New York.

**NARTB CONFERENCES**

| | | |
|---|---|---|
| Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.) | Oct. 11-12 | Shoreham Hotel Washington |
| Region 1 (New England) | Oct. 15-16 | Somerset Hotel Boston |
| Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.) | Oct. 18-19 | Sheraton Lincoln Indianapolis |
| Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.) | Oct. 25-26 | Dinkler-Tutwiler Birmingham |


**BROADCASTING TELECASTING**

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

*1735 De Sales Street, N. W., Washington 6, D. C.*

**PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.**

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING — $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook — 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook — 9.00
- ☐ **52 weekly issues and both Yearbook-Marketbooks** — 11.00

☐ Enclosed ☐ Bill

*name* *title/position*

*company name*

*address*

*city* *zone* *state*

*Please send to home address — —*

## The Missing Body

ALL the mourners who were awaiting radio's funeral must by this time have realized that their own final rites will precede those of the aural medium.

Radio has never been farther from the cemetery than it is today. For proof, we refer to the latest report of the Station Representatives Assn., appearing elsewhere in this issue. SRA says radio spot time sales last August, traditionally a lean month, were 4% ahead of July and 28.5% ahead of August, 1955. Spot billing for the first eight months of this year is 21.5% ahead of billing for the same months of 1955.

Precise estimates of the current rate of local business are not available, but every piece of evidence suggests that local, like spot, is going strong. In today's radio economy strong spot and local billings add up to a strong medium, one which shows new vigor every month.

The mourners have been cheated of a funeral because they wrongly felt that the world wasn't big enough for both radio and television and hence that radio was doomed. It is turning out to be a bigger world than they imagined.

As reported also in this issue, television business is now proceeding at a $100 million-a-month rate. Obviously, radio billings would be higher than they are if television had not been invented. But the fact that radio can be bouncing back from its slump of two years ago while television is doing $100 million a month clearly shows that both media are strong enough to survive and flourish.

## Equal Access Progress

THERE is evidence of real progress in the broadcasters' campaign to obtain access to the nation's courtrooms.

More and more lawyers and jurists are being made aware that broadcasting equipment can be operated without distraction to witnesses or other parties at a trial. This awareness is the result of demonstrations like that of California stations at the joint meeting of the State Bar of California and the Conference of California Judges [B•T, Sept. 24].

One session was thoroughly covered by radio and television, using live, film and recording equipment, without the knowledge of delegates. It was not until the chairman announced the presence of radio-tv that delegates knew that the closed circuit broadcasting was going on.

Judge Justin Miller, NARTB advisor (and former president-chairman) and leader in broadcasting's fight for courtroom access, said he thought the California demonstration was more successful than earlier presentations before the American Bar Assn. in Philadelphia and the Colorado Supreme Court.

But there still are influential members of the legal profession who retain doubts about the admission of radio and television.

U. S. Court of Appeals Justice Harold R. Medina, a longtime foe of radio and tv coverage, said he clings to his position. Even if radio-tv gear is concealed, he said, the knowledge of its presence will cause some witnesses to put on an act. In his view radio-tv coverage will interfere with a major function of justice, the ascertainment of truth.

Unfortunately, Justice Medina is not alone on his side of the issue. In the September issue of the *American Bar Assn. Journal*, Richard P. Tinkham, chairman of the association's committee on public relations, urges the retention of Canon 35, which prohibits photography and broadcasting in the courtroom (see story this issue). It is his thesis too that their presence would seriously endanger fair trials.

But even Mr. Tinkham has to admit that the position of himself and his conservative fellows is under effective attack. "Representatives of the media through the American Society of Newspaper Editors, the National Press Photographers Assn., the NARTB and other organizations have launched and are relentlessly pursuing a well-planned and forceful campaign to secure a modification of the canon," he writes. "That they have made progress in this campaign cannot be denied."

These are heartening words, coming from an opponent, and they should be especially gratifying to the radio-tv newsmen, to Judge Miller and others who have spent much of their time and energies on the campaign for equal access.

Drawn for BROADCASTING • TELECASTING by Sid Hix

*"Originally the film showed the actual birth of a baby, but the network made some changes."*

## The Sarnoff Story

THE storybook story of David Sarnoff—from immigrant messenger boy to the head of a billion dollar business—was retold last week as 80,000 RCA-NBC workers and leaders of art and industry paid him tribute on his 50th anniversary in radio, television and electronics.

Somehow, the sobriquet "Mr. Electronics" conferred on Gen. Sarnoff by his well-wishing colleagues doesn't seem to fit. He symbolizes more than that. True, he had more to do with the evolution of electronics than any other single individual. But electronics connotes things material—tubes, transmitters, missiles and energy. It is one of the great industries. In this country alone its volume will reach $11 billion this year.

David Sarnoff, more than anyone else, is responsible for the development of broadcasting. He didn't invent it. But he did prescribe it. It was his idea that there would be a "music box" in the home that would pluck signals from the air and translate them into music, information and entertainment.

Here is a combination of philosopher, business leader, engineer, broadcaster, soldier and patron of the arts. A dreamer who made his dreams come true. A creative genius in rare combination with tough businessman (as his competitors will attest).

At 65, when most men retire, David Sarnoff seems ageless. He is young in ideas. At his anniversary ceremony, he had 20 predictions for the next 20 years. Some seem illusory, but if the past is prologue, then you can bet even money that the Sarnoff crystal ball will work again.

General Sarnoff has vigor and stamina beyond his years. Many a younger man has wilted under the pressures he has encountered in his half century of wireless, radio, television and electronics. He has been the dominant force in RCA since its founding in 1919, and of NBC since it began as a network in 1926.

Today another Sarnoff is directing NBC—Robert, eldest of the three sons. Bobby has a tough row to hoe because he is the son of so distinguished a father. He is well-schooled in the NBC organization, though admittedly he didn't have to start from scratch.

Bobby must have made his father proud a few days ago when he faced the fire of the Celler Antitrust Committee. He may not have known all of the answers, but he refused to give ground on the Celler proposition of direct licensing of networks. He had learned well the lesson that freedom goes out the window when government elbows into private business, and that network regulation inevitably would lead to program regulation and censorship.

Broadcasting has many facets, and as many "fathers". We observed we thought "Mr. Electronics" inadequate for Gen. Sarnoff. Hundreds of thousands of Americans earn their livelihoods in the arts, sciences and industries that make up broadcasting and electronics. Hundreds of millions the world over enjoy the benefits of these services because David Sarnoff conceived of broadcasting as a service to mankind.

No coined title would be adequate to cover the scope of his interests and activities.

# *Houston's Finest Facilities Help KPRC-TV Sell*

To have the Southwest's finest TV plant facilities — that's good. But to have these facilities manned by a group of seasoned TV specialists—with over 700 man-years of TV experience—that's even better! KPRC-TV delivers Houston's finest local shows, top-rated NBC network programming, and superior syndicated films. It all adds up to this: The *one* Houston station that gives you more for your advertising dollar is KPRC-TV.

**KPRC-TV**
**HOUSTON** **2**
**CHANNEL**

**JACK HARRIS**, Vice President and General Manager
**JACK McGREW**, National Sales Manager

Nationally Represented by
**EDWARD PETRY & CO.**

FIRST IN TV — WITH OVER 700 MAN-YEARS EXPERIENCE